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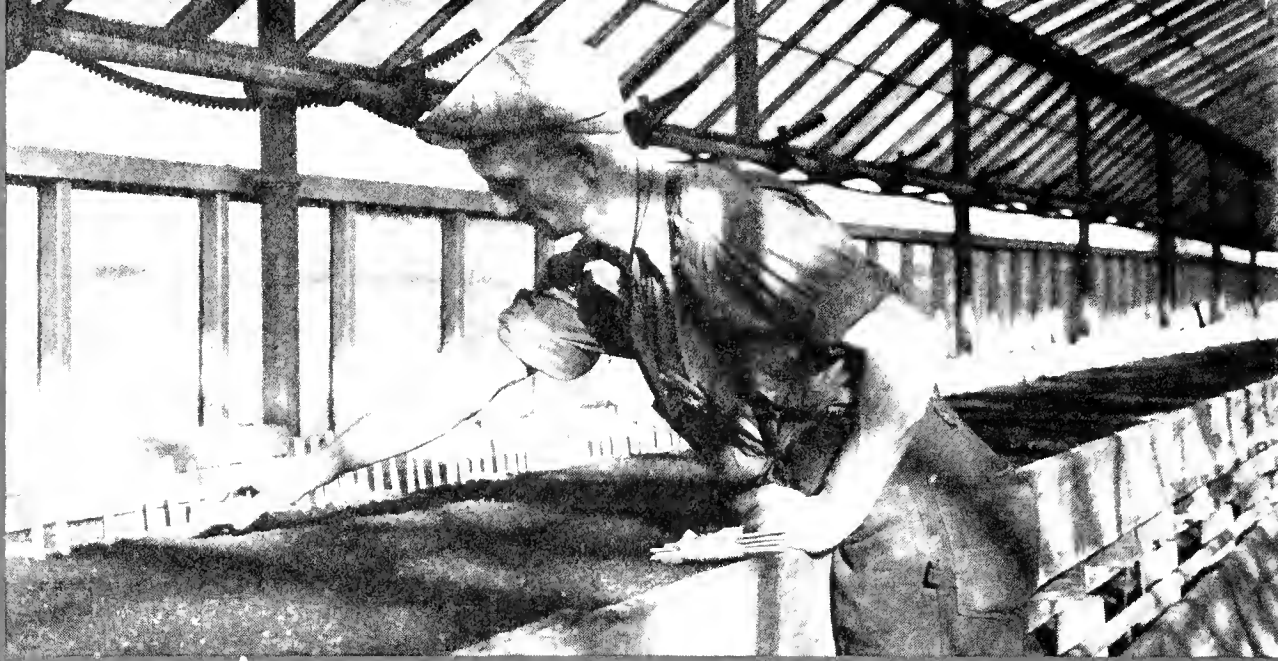
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Flower Seeds for Florists

Geo. J. Ball
INC.
WEST CHICAGO
ILLINOIS
U. S. A.

CATALOG No. 34
1939

Petunia BALL Dwarf Giants No. 1



← Unfortunate experiences with field grown Snapdragon and Stock seed makes it necessary to turn part of our own range over to the problem. Here's Lloyd Goding, another college trained florist, running Column Stocks thru our "Clipper" to remove light seed—insuring you better germination.

Three times a year every lot of Sweet Peas (and all other seed, too!) goes in for germination test. Bill Beyer's lifetime experience at seed germination has taught him to "spot" the bad ones—and save you the disappointment of a poor lot of seed (see cut above).

To Prove

that we take seriously this task of supplying "Flower Seeds for Florists," here are several candid shots of daily happenings about our 125,000 ft. range at West Chicago.

A glimpse into our outdoor trials; George → Ball, Jr. wrangling with the tricky Dianthus clan. His job as manager of our 1500 annual and perennial trials is to be sure that these trials guide us to "All the Best" in obtaining these many items from the world's seed growers.



← This is how Ball Rose, Ball Orange Improved, Ball Rose Queen and others got their start. Under the close guidance of Mr. Ball, Sr. our Philip Jones, a college trained geneticist, goes about a Sweet Pea cross. Our novelties are "greenhouse tested" for florists' purposes before being released.

Notice the gravel? These happy thriving Ball Calendula are doing it entirely without soil. Keeping up with what's new in the grower's end of things, "Vic" Ball is following up this extraordinary new method—with promising results (see cut below).



To Our Friends—

Generally good crops and improving business reports, together with the turn in last fall's election, seem responsible for that more substantial feeling of confidence to be noted this winter. While this is encouraging, it should not be a signal for increasing production. Better business indications should also be heartening to anyone tempted to hang out an "unfair" sign just because he has to sometimes work 60 to 70 hours a week, carry all the risk and responsibility, with a chance of being in the red at the end of the year. Better times are ahead for those of us with courage to hang on and manage their business aggressively. All varieties offered in this catalog have been considered by us with searching care, and we have tried to describe them accurately. But it is impossible to be 100% right in this because of varying growing conditions. Different soil, seasons, climate, and treatment all tend to change the behavior or description of varieties. We trust you will plan carefully for a good season and that it will be our privilege to be of service to you.

Geo. J. Ball.

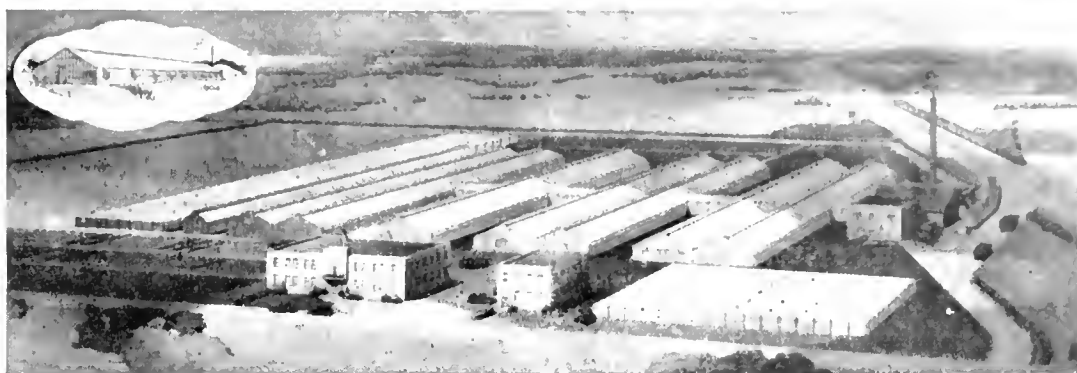
NOTE—CASH DISCOUNT. When cash is enclosed, 5% discount is allowed on all orders from \$1.00 to \$25.00. On this amount and over, 8% is allowed. The fact that this discount is so frequently overlooked with small orders is a reflection on management that should be closer and more appreciative of the importance of small sums. When not deducted, we enclose with order our credit slip for amount due.

We Pay Parcel Post Charges and Insurance to any post office in the United States or Canada on all orders at prices quoted in this catalog. This simplifies figuring the cost of your order.

If Unknown to Us, or if overdue accounts are standing (60 days), cash must be enclosed with orders unless other arrangements are agreed to in advance.

Small Orders Are Welcomed gladly and receive our well known service. In return we suggest cash be enclosed with such orders.

Air Mail Delivery. Allow 8c per ounce for seeds ordered, which will allow for wrapping material.



Prices in this catalog and in all our offerings are subject to change without notice.

No. ½ Tr. Pkts. supplied except where noted.

Our Business and prices are exclusively for florists. We issue no retail catalog. Please do not give this catalog to amateur planters.

No Commission Boxes. Our seed is not put in packets suitable for resale to home gardeners.

Important. Make all checks or money orders payable to **Geo. J. Ball, Inc., West Chicago, Illinois.**

Crop Failures. All items in this catalog are offered subject to crop shortages or failures.

No Crop Guarantee. For reasons that should be clear to any experienced planter, seed crops cannot be guaranteed. We use every precaution to supply only seeds of the highest quality in every respect, and we will promptly refund the price paid for same should they prove unsatisfactory under reasonable care. All seed is sold under the necessary seedsmen's disclaimer as follows:

Disclaimer. We, Geo. J. Ball, Inc., give no warranty expressed or implied, as to description, quality, productiveness or any other matter of any seeds we sell, and we will not be in any way responsible for the crop. If the purchaser does not accept the seeds on these terms, they are at once to be returned and the money paid for same will be refunded promptly.

NOTE: Our seed cannot be bought from dealers or agents, **EXCEPT IN OUR PRINTED PACKETS OR CONTAINERS.** Avoid uncertainty and possible loss by ordering direct from us, or through our regular representatives who sell in our containers only.

Our Address is WEST CHICAGO, ILLINOIS, located 35 miles west of the Loop—on Highways U.S. 330 or Illinois 64—and on Chicago and Northwestern Ry. We will gladly welcome you out here at any time.

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The Season's Choice in New and

NOTE. We use this heading to call your attention to varieties we find of special value for winter and spring sowing. This list is based on our trial ground experience, and on what we have noted in our travels about Europe and America. Necessarily, a list of the best must include some standard varieties as well as novelties. We trust you will go over this list with the same care we used in making it.

Aster Early Giants. Light Blue. (New.)

Without trials of it under our conditions, we have considerable confidence in this new Bodger creation. The flowers are fully as large as regular California Giants with the advantage of being at least two weeks earlier. This should flower them even in Canada before frost. Growth not so tall as the regular Giants. Also they are non-lateral, producing 6-8 flowers per plant. Color, a pleasing light or azure blue, a good market color. Tr. Pkt. 50c; 1/4 oz. \$1.00; 1 oz. \$3.50.

Aster Rosalie.

Our trial of this new variety convinces us that it is a superior bright deep rose, full petaled with center attractively whorled. Under ordinary conditions this early branching variety should show no center, and flowers with us Sept. 10-15. Tr. pkt. 50c; 1/4 oz. \$1.00; 1 oz. \$3.50.

Aster Ball Deep Rose.

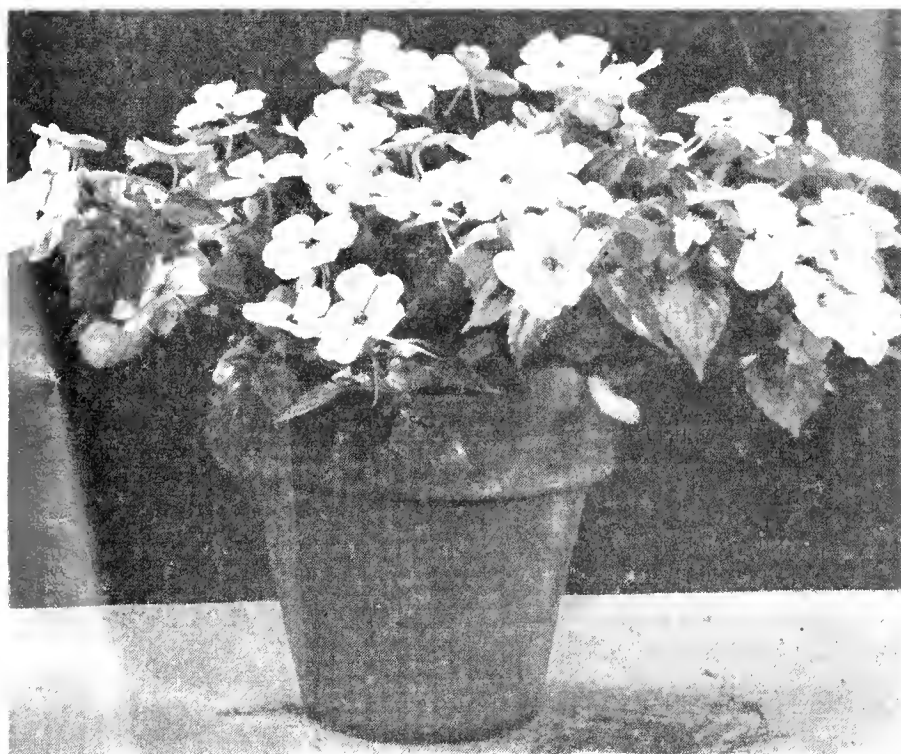
Extra long stemmed bright deep rose of medium size, flowering September 1-5. Popular cut flower variety and our heaviest seller. With us, highly resistant to rot. Tr. pkt., 30c; 1/4 oz., 50c; 1 oz., \$1.75.

Aster Ball Deep Purple.

The same long stemmed habit and flowering season as above. Its rich purple color is much more attractive than Royal Purple that it greatly improves. Sept. 1-5. Tr. Pkt., 30c; 1/4 oz., 50c; 1 oz., \$1.75.

Candytuft, Hyacinth Flowered, Ball Strain.

We annually make a careful reselection of our stock seed of this valuable cut flower Candytuft. While this work doesn't re-



A DWARF IMPATIENS

This was found last season in Germany cataloged as Impatiens Sultanii Hybrida Nana. It is uniformly compact in growth and should find a place among small plant combinations and for bedding if favored with partial shade. Colorful through most of the year and easily propagated through seed or cuttings.

An investment in several plant novelties every year yields big dividends.



Cynoglossum Firmament, a new dwarf garden plant.

move all small flowered, our strain will be found as good as can be had. Sow around February 1 for Memorial Day crop. Tr. pkt., 20c; 1 oz., 75c; 4 ozs., \$2.35; 1 lb., \$7.50.

Celosia Fiery Feather.

Bright fiery scarlet plumed type with a height of 12-14 in. Highly attractive for borders; also used as a pot plant. If started early it is a blaze of color from early August to frost with us. Tr. pkt., 25c; 1/8 oz., 60c; 1/2 oz., \$2.00.

Cynoglossum Firmament. (New—See Cut.)

A dwarf, 14-16 in. strain of Chinese Forget Me Not. This scored high among all American trial winners, with all trials showing it quite uniform in habit. Will be in demand for garden planting for its rich blue color. Tr. pkt., only 35c.

Delphinium Giant Pacific Hybrids. (V. and R. Strain.)

This is clearly the finest strain of Hybrid delphiniums. Nearly 100% double or semi double, extra large flowered, very choice colors and particularly strong growth that isn't easily blown over are distinguishing improvements of this new line of Delphiniums. We offer the following: **Clear White.** By far the finest in this color, producing about 10% dark eye flowers. Priced at Tr. pkt., \$1.50; 1/8 oz., \$3.00; 1/4 oz., \$5.00; 1 oz., \$18.00. **Blue Shades, Lavender Shades, Violet Shades, and Mixture,** Tr. pkt., \$1.25; 1/8 oz., \$2.00; 1/4 oz., \$3.50; 1 oz., \$12.00.

Delphinium Lamartine.

Fairly deep, extra bright marine blue with light eye, more attractive shade than Bellamossum; free and early flowering with smooth foliage that is more mildew resistant than others. Lamartine should be used exclusively for dark blue. Tr. pkt., 50c; 1/4 oz., \$2.15; 1 oz., \$7.00.

Hollyhock "Indian Spring." (New.)

Introduced as an annual because of its first year flowering habit. If sown February-March, it will flower freely by early

Standard Varieties of Special Value

mid summer. Flowers quite large, light pink to deep rose and semi double. We believe this a valuable addition to the perennial garden. Tr. pkt., 50c; $\frac{1}{4}$ oz., \$2.35; 1 oz., \$8.00.

Impatiens—Dwarf Strains.

We found this in Germany a few years ago and are hardly able to keep up with the demand for it. Quite uniformly dwarf as pictured and excellent for small pot plant and bedding, for which it should be used in shady locations. We offer two strains **Bright Carmine** and **Mixture**, see page 34 for prices.

Ipomoea Heavenly Blue. (Clarke's Early.)

The choicest of all Morning Glories. Deep sky blue with light throat. About two weeks earlier than the original, but still produces growth at the cost of flowers in deep, rich soil. Tr. pkt., 20c; 1 oz., 65c.

Lupins Russell Strain.

This strain clearly replaces the original perennial Polyphyllus because of the larger flower effect due to standard or wings of in-



"GOLD" is the name of this new odorless Marigold, both flowers and foliage being entirely odorless. Color, deep golden orange, valuable for cutting, especially indoors. Photo was taken in May from a January 29th sowing.

dividual flowers being better expanded. Hardy Lupins are at their best where summer temperatures are not excessive. See page 47 for prices.

Marigold "Gold." (See Cut.)

Foliage and flowers of this new golden yellow are entirely odorless. It is medium size, carnation type of flower, strong free growth and particularly valuable for summer cutting. Tr. pkt., 35c; $\frac{1}{4}$ oz., 65c; 1 oz., \$2.35.

Matricaria Ball Strain.

Another valuable Ball introduction. Pure White, extra long stemmed and comes from 75 to 80% true, full double. While some growers prefer the regular cutting propagated variety for greenhouse use, the value of **Ball Matricaria** for outdoors is unquestioned because of its long stems. $\frac{1}{2}$ tr. pkt., 30c; Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75.

Myosotis "Ball's Early."

Exact color of the variety Blue Bird, differing only in being early flowering. Should be grown in fairly deep soil to draw up

the stems. Valuable for any purpose that Forget Me Not can be used. Tr. pkt., 35c; $\frac{1}{4}$ oz., 85c; 1 oz., \$2.85.

Nierembergia Hippomanica.

Light lavender blue flowers freely produced thruout our mid-west summers on well rounded dwarf, 5-6 in. plants. Especially attractive for border work. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.75.

Christmas Pepper "Ball Strain."

Another product of our greenhouse selection. The outstanding merit of the **Ball Strain** is its uniformly dwarf growth, important in any pot plant. White, purple and red fruit produced early, all turning bright red on mature plants. We prefer a May sowing and to grow this entirely in pots avoiding rich soil. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

THE SEASON'S FINEST PETUNIAS

Petunia "All Double" Strains.

These strains produce from 50 to 75% full double flowers, balance semi double, the % will depend some on cultural conditions. These strains are outstanding value in petunias for they not only make readily sold pot plants but their strong growth, after the seedling stage is past, makes them ideal for bedding, and summer cutting. For list of varieties and prices, see page 4.

Petunia Ball Dwarf Giants No. 1.

This most uniformly dwarf giant strain available is produced for us by an European specialist and it represents the last word in the dwarf giant class. $\frac{1}{2}$ tr. pkt., 75c; tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00; $\frac{1}{16}$ oz., \$7.00.

Petunia Salmon Beauty.

Of medium dwarf growth, nearly giant size and of a rich shade of salmon rose pink. This is outstanding for pleasing, nearly 100% true color. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.50.

Petunia White Queen.

This extra large ruffled medium dwarf Pure White was introduced by us two years ago. The largest in the Grandiflora class and choice for either bedding or pots. Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.50.

Petunia Admiral.

Dwarf hybrida ruffled blue—particularly choice for color and habit. While the Originator's stock that we offer is most dependable, we did find a few whites in it the past season. This point should, of course, be improved in the present season's stock. Tr. pkt., 75c; $\frac{1}{32}$ oz., \$1.75; $\frac{1}{16}$ oz., \$3.00.

Petunia King Henry.

Can best be described as a dwarf Black Prince. The habit is uniformly compact making it the ideal velvety crimson for bedding or pots. Classed as a Hybrida Nana Compacta. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.25; $\frac{1}{16}$ oz., \$2.25; $\frac{1}{8}$ oz., \$4.00.

Scabiosa Blue Moon. (New.) All American Award.

This annual variety will be found distinctly larger and stiffer stemmed than the standard type. Also the flat pincushion form of the old varieties gives way in this improvement to a full, well built up flower. A distinct improvement in annual Scabiosa. Tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$4.25.

Stocks Non Branching Ball Pink. (No. 11)

Another of our greenhouse selection products, introducing an entirely new color to this class of stocks. It is exactly the shade of Bismarck Rose and is well received by market retail growers. This class can be safely sown in our latitude up to February 20th. We have a good supply of seed. $\frac{1}{2}$ tr. pkt., 60c; 1 tr. pkt., \$1.00; $\frac{1}{4}$ oz., \$2.25; 1 oz., \$8.00.

Stock Giants of California "Santa Maria."

The best white branching variety because of its longer stems and pure color. Tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.15; 1 oz., \$4.00.

Modern magazine ads demonstrate the value of novelty in presentation and merchandise.

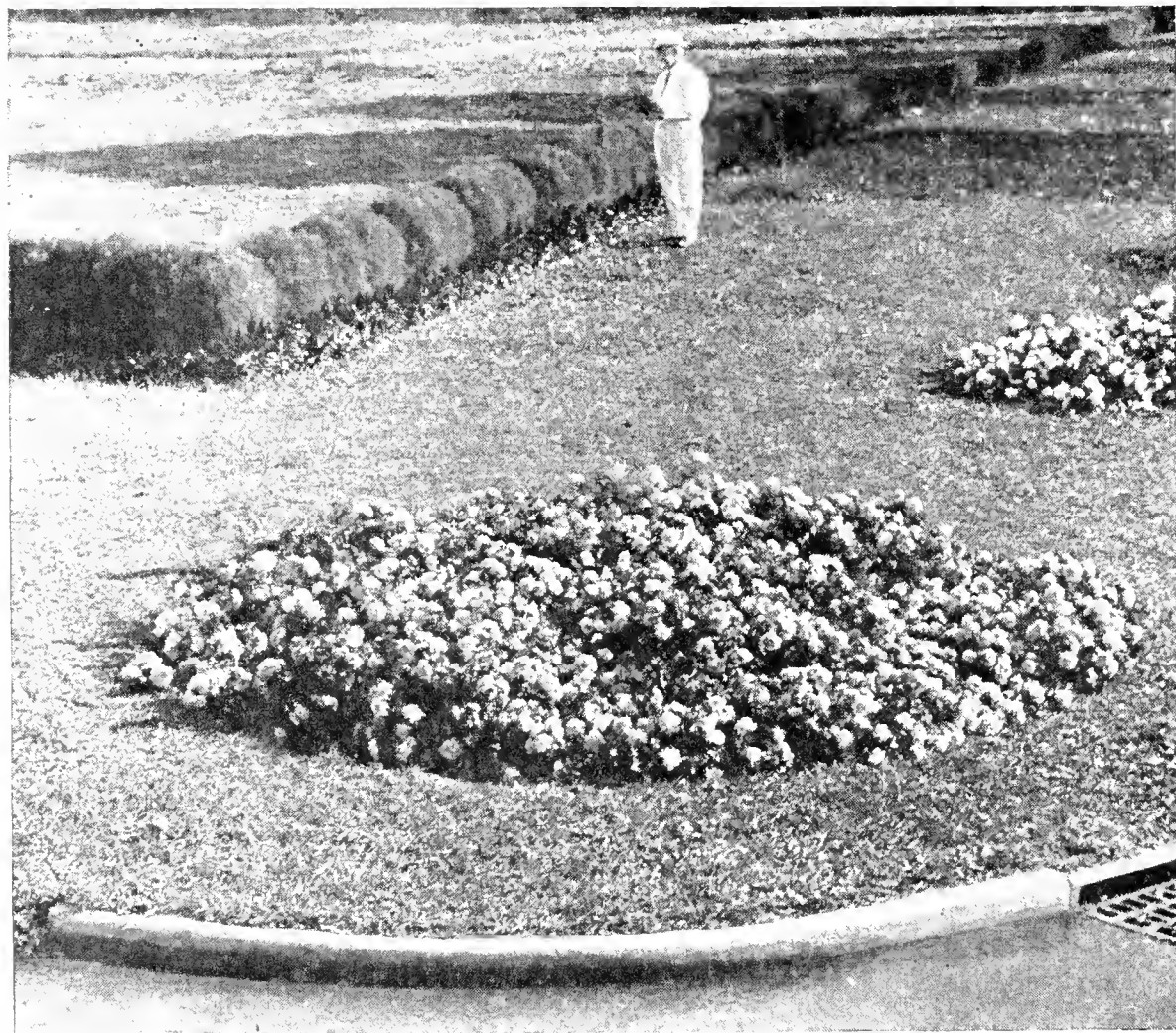
PETUNIAS

Our National Flower

THE MOST PROFITABLE and popular bedding plant in every one of our 48 States is Petunias, and the demand for them is increasing. Some varieties and classes are not vigorous enough in growth to hold up well where summers are excessively trying. Such kinds are usually ideal for spring pot plants—combinations. In the following six pages we have tried to accurately classify and describe all varieties and classes. It might pay you to study them

carefully. Well grown 3 or 4 in. pot plants sell in quantity, and there are strikingly fine kinds for this use; notably the Dwarf Giants, All Doubles, and some Grandifloras.

We feel that more attention should be given the Fringed Grandifloras. Most of them are strong enough for bedding, and the dwarf ones do make excellent pot plants. In growing as pot plants a common fault is to get them too soft and tall through excessive water and permitting the roots to dig into soil on the bench. Get them hard through letting soil get quite dry occasionally. Also for good pot plants they should be started early, grown cool, and near the glass. About the poorest place is on a ground bench. For bedding the heaviest sellers are the Dwarf Hybrids such as Celestial Rose. They are generally highly satisfactory. So are the Balconies that are even stronger in growth, some larger flowered, but not so dwarf. Using the choicest varieties for all purposes is second only in importance to good growing. Our suggestions on this through starring (*) such as we find extra good, might be of interest. Our Petunia circular No. 9 covers the practical growing of Petunias and is gladly enclosed with your order if requested.



A most striking Petunia bed on our home grounds at Glen Ellyn, Ill. Variety is All Double Pink Perfection with a bed of the variety Snowball partly showing; Kochia Childsii bordered with Celosia Fiery Feather in background. After they get beyond the seedling stage, All Double Petunias are of vigorous growth, making them well adapted to outdoor use.

NUMBER OF SEEDS PER OUNCE

In response to numerous inquiries for it, this information will be found on a number of standard items throughout this catalog. It should be noted that this varies with harvesting and growing conditions. It also varies with varieties. In Petunias the number will be from 100 to 200 thousand per oz. It should be further stated that liberal allowance must be made for small or immature seeds that cannot be removed in ordinary cleaning processes.

The All Doubles

According to our outdoor trial ground figures, these strains run from 50-75% full double. We get some higher averages when flowered in pots indoors, proving that cultural conditions affect the percentage. The “All Double” name is justified by the fact that all not full double are partly so. No percentage consistently comes single. All are of dwarf habit.

For either bedding or pot plants this strain is the finest, and no retail grower should be without a row of All Doubles for summer cutting. Following are the best All Double strains available.

Apple Blossom. (Daintiness.) (New.) Light rose-pink. Our trials of this show it particularly attractive as a spring pot plant because of its uniformly dwarf growth and pleasing light color.

Pink Perfection. (World Beauty.) Fairly deep carmine rose-pink. We consider this the choicest fringed pink.

Loveliness. Supposed to be a shade lighter than Pink Perfection but under our conditions it is quite similar.

Snowball. The finest fringed white showing practically no rose shading.

Orchid Beauty. Orchid or light lilac, heavily veined. A very choice fringed.

Gaiety. Irregularly and attractively colored rose-pink and white fringed.

Amaranth Red. A strong outstanding red. Striking for any purpose.

White Glory. Extra large showy Peony-flowered, plain edge white; semi-double.

Price on the All-Double varieties except Victorious Mixture ½ tr. pkt. (500 seeds), \$1.25; tr. pkt. (1000 seeds), \$2.00; 3 tr. pkts., \$5.00. (Any Combination of varieties) ¼ oz., \$6.50; ½ oz., \$12.50.

Victorious Mixture. The finely fringed All Double Mixture. ½ tr. pkt. (500 seeds), \$1.00; tr. pkt. (1000 seeds), \$2.00; 3 tr. pkts., \$5.00; ¼ oz., \$6.00; ½ oz., \$11.00.

All Double Petunias are extra choice pot plants for bedding or Summer cutting.



NOTE: The All Double strains are a highly bred class of Petunias. Their germination and growth in the seedling stage is not so vigorous as the singles. For this reason the sowing and care through the seedling stage must be watched more carefully. If carefully handled, we know from repeated trials that it will germinate 50-60%. For this reason and because of its high cost to us, we cannot entertain claims of non-germination of All Double Petunia seed.

VARIOUS DOUBLE STRAINS

Double Perfection (Benary). In our trials last season we found this variety fairly large, finely ruffled, and double to the extent of 75%. Flowers not so fully petaled as the All Doubles, but distinctly more dwarf and a good color mixture. We also flowered a trial in pots, and this showed it clearly superior in dwarfness to the All Doubles. Outstanding for pots.
Tr. pkt., \$2.00.

Double Shepherd's Pride. Extra choice salmon or shrimp-pink with a low percentage of doubles. Because of its choice color, we suggest working up a stock of doubles from cuttings.
 $\frac{1}{2}$ tr. pkt., 75c; tr. pkt., \$1.50.

Double Rosy Morn (Carnation-flowered). Small bright rose with 40% or less semi-double. This also should be propagated through cuttings from the doubles.
Tr. pk. (1000 seeds), \$1.00; $\frac{1}{64}$ oz., \$1.75.

Double Fringed Madonna. A fairly good strain of double fringed white.
 $\frac{1}{2}$ tr. pkt., 75c; tr. pkt., \$1.50.

THE CALIFORNIA GIANTS

This is the largest flowered class—real Giants—available in tall and dwarf. There are distinct named colors, most of which might be classed as semi-dwarf. Where outdoor conditions are favorable the Giants can be used for bedding, but their great size is at the cost of vigorous growth and for this reason are not much used outdoors where summers are trying. This is especially so of the dwarf strain, the tall ones being considerably stronger. However, the dwarf strain is of high value for flowering in 3 or 4 in. pots, for which it is largely used. We call special attention to our strain of Dwarf Giants. It is produced for us in Europe, according to our standards, by a Petunia specialist. We have been unable to find a strain that equals our Ball Dwarf Giant No. 1 for uniform dwarfness, being between 85% and 90% true to this habit. Order by number and name to avoid errors.

The costly breeding and selection work done to improve petunias would surprise most florists.

No. 1—Ball Dwarf Giants. Most uniformly dwarf mixture possible to produce. Of outstanding value as a 3 or 4 in. pot plant. See Novelty List for further description.
 $\frac{1}{2}$ tr. pkt., 75c; tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00; $\frac{1}{16}$ oz., \$7.00.

No. 2—Dwarf Giants—Ramona Strain. While not quite so uniform in habit as our No. 1 stock, this strain will be found a most excellent one.
 $\frac{1}{2}$ tr. pkt., 60c; tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75; $\frac{1}{32}$ oz., \$2.75; $\frac{1}{16}$ oz., \$5.00.

No. 6—Eriksson Strain, Dwarf Giants. A carefully selected greenhouse strain by Ernst Eriksson, a Chicago pot plant grower. This is an excellent dwarf strain that we supply in originator's packets. Tr. pkt., \$1.25. $\frac{1}{32}$ oz., \$4.00.

No. 3—Giants of California—Medium Dwarf. This is the same true Giant strain as our No. 2 but with growth slightly taller and stronger. We developed this No. 3 to meet the demand for a strain suitable for bedding under fairly favorable conditions.
Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.75; $\frac{1}{16}$ oz., \$4.50.

No. 5—Giants of California. Strictly Giants of the original or tall habit. Our stock of regular Giants for this season is exceptionally strong in pleasing shades of rose and the lighter colors.
Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.00; $\frac{1}{32}$ oz., \$1.50; $\frac{1}{16}$ oz., \$2.50.

GIANTS IN SEPARATE COLORS

This class is of medium dwarf habit with the same Giant open throat of the mixtures.

Salmon Beauty. The outstanding color in this class—a most attractive salmon-pink with the further value of producing practically no off colors and but 5% small flowered. Not quite so large as a true Giant but correspondingly freer flowering. See Novelty List for further description.
Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.50.

Silvery Rose. Fairly light silvery rose-pink shading lighter toward the throat. A most pleasing color, and the variety comes quite true to this color. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.50.

Copper Red, Dark. Very attractive copper crimson with dark throat. A striking color. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.25; $\frac{1}{32}$ oz., \$2.25.

Copper Red, Light. Rich old rose or light copper red.
Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.25; $\frac{1}{32}$ oz., \$2.25.

German Empress. Bluish white with dark throat. Richly contrasting colors for bedding. Our stock of this is from the originator and produces the highest proportion of true Giants.
Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Robin Hood. Dark or deep rose with darker throat and an attractive ruffled edge. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.50.

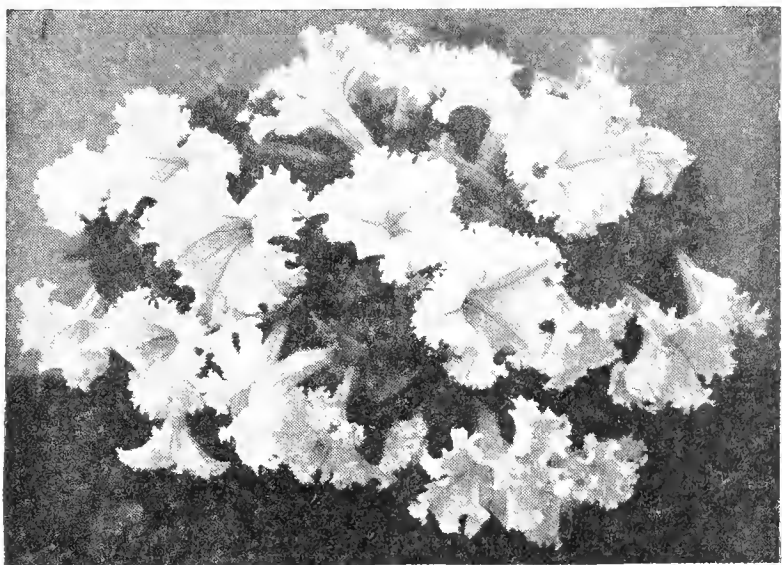
Prince of Wuerttemberg. Deep rose with dark throat.
Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.15; $\frac{1}{32}$ oz., \$2.20.

Princess of Wuerttemberg. Rose-pink with veined dark throat. A popular light color.
Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25; $\frac{1}{32}$ oz., \$2.25.

Rheingold. Large clear white with yellow throat.
Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.15; $\frac{1}{32}$ oz., \$2.20.

The Grandifloras

In many respects a most attractive class. They combine nice size and excellent coloring with a fairly strong growth, making them valuable for bedding except under very unfavorable conditions. A few varieties are weak in growth and such are noted. All are frilled or ruffled. The tendency in the former is to deepen the frill. This will be found particularly so in our improved strains of the mixture known as Fluffy Ruffles. Also our strains of Pride of Portland and Pink Triumph will be found improved in this direction. The Grandifloras are divided into three distinct classes: the regular Fringed, that are medium dwarf; the Dwarf Fringed known as Dwarf Erfurts; and the Ruffled Edged.



Petunia Grandiflora Fringed Lace Veil. An extra dwarf free-flowering fringed pure white.

FRINGED GRANDIFLORAS

Of fairly strong growth, making them well adapted to bedding except where conditions are very unfavorable.

Apple Blossom. Pleasing light shell-pink. Attractive as a pot plant, but we find both color and growth rather weak for our outdoor conditions.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Aurora. Attractive light rose veined purple-rose. An attractive light shade.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Coerulea (New.) Large nicely fringed flowers heavily veined deep blue. Good compact fairly dwarf habit. Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Columbia. Attractive combination of irregularly marked rose-pink and white. Has a distinct strong upright growth, quite unlike any other variety in this respect. Outdoors should be planted in a sheltered location to avoid being blown over. 14-16 in.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.50.

Dainty Lady. Though sent out as a yellow, this variety is a dark cream. Rather attractive as a pot plant but doesn't hold up well under our outdoor conditions. Quite true to color.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.75.

Golden Jubilee. (New). From our 50 plant trial flowered indoors in pots we reported as follows: "Excellent strain, dwarf heavily fringed, bright carmine-rose-gold throat. No rogue colors. Several small flowered. Should push for pot plant work."

Tr. pkt. (originator's seed), 75c. $\frac{1}{64}$ oz., \$1.50.

Maculata. Large irregularly colored rose and white. Very attractive.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Miranda. Deep carmine-scarlet with darker veined throat. Beautifully frilled, quite dwarf habit and highly attractive color. Ideal for pot plants.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Pink Triumph. Nicely fringed clear rose-pink. An excellent standard variety for bedding.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.25.

Pride of Portland. Another good rose-pink for bedding. Lighter shade and more dwarf than Pink Triumph. Finely fringed.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.25.

Rapture. Intense rose-pink deepening some in the center to carmine-rose with golden throat. Almost too large for a typical Grandiflora but not a true Giant. One of the finest Grandifloras.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Romany Lass. Richly fringed crimson-rose.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25; $\frac{1}{32}$ oz., \$2.00.

Royal Purple. (Marine). Rich deep velvety purple. Finest in this color class. 75-80% true.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.40; $\frac{1}{32}$ oz., \$2.50.

Theodosia. Well known rose-pink with gold throat. Medium tall.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25; $\frac{1}{32}$ oz., \$2.00.

White Beauty. Finely fringed clear white, strong growth; excellent for bedding.

Tr. pkt., 50c; $\frac{1}{64}$ oz., 75c; $\frac{1}{32}$ oz., \$1.25.

With a little extra care most Grandiflora Petunias are very choice for bedding.

Fluffy Ruffles. An extra deeply fringed mixture of well balanced light and dark colors. Most attractive single fringed mixture available.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.25; $\frac{1}{8}$ oz., \$3.75.

Ball Single Fringed Mixture No. 1. Extra strong growing and free flowering strain. Because of its strong growth, this is an attractive strain for mixed bedding.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.00; $\frac{1}{16}$ oz., \$1.75; $\frac{1}{8}$ oz., \$2.75; $\frac{1}{4}$ oz., \$5.00.

Ball Single Fringed Mixture No. 3. Fairly dwarf, light rose-pink colors predominating. Excellent for bedding.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.00; $\frac{1}{16}$ oz., \$1.75; $\frac{1}{8}$ oz., \$2.75; $\frac{1}{4}$ oz., \$5.00.

DWARF ERFURT CLASS—FRINGED

A comparatively new type that is characterized by distinctly compact growth and finely fringed flowers. While not quite so strong in growth as the regular or some taller Grandifloras, they are ideal for bedding under fairly favorable growing conditions. The Dwarf Erfurts make choice pot plants.

Setting Sun. Brilliant rose, beautifully fringed. Most valuable variety in this class. Our seed of Setting Sun is originator's stock and will not produce over 10-12% off types.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.50.

Colorado Sunset. Dwarf attractively fringed bright rose-pink. Originator's seed from Burghard Floral Co., Colorado Springs, Colo.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.50.

Gaiety. Irregularly marked rose-pink and white combination. Attractive coloring and of strong growth.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25; $\frac{1}{32}$ oz., \$2.00.

Gottfried Michaelis. Rich amaranth red. Distinct though rather heavy color.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.50.

Pepita. Irregularly marked carmine and white. Dwarf and finely fringed.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.35.

Lace Veil. Richly fringed clear white and of excellent habit.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.50.

Dwarf Erfurt Mixture. Our own mixture of all the above varieties.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25; $\frac{1}{32}$ oz., \$2.00.

RUFFLED GRANDIFLORAS

This class is distinguished by greater size and somewhat stronger growth than either of the fringed classes. Some of the outstanding bedding and pot plant varieties are under this heading.

Balcony Queen. Velvety purple with some irregular and uncertain white marking.

Tr. pkt., 50c; $\frac{1}{64}$ oz., 90c; $\frac{1}{32}$ oz., \$1.60.

Berolina. An unusually large purplish violet. Fairly dwarf and quite uniform in growth and color.

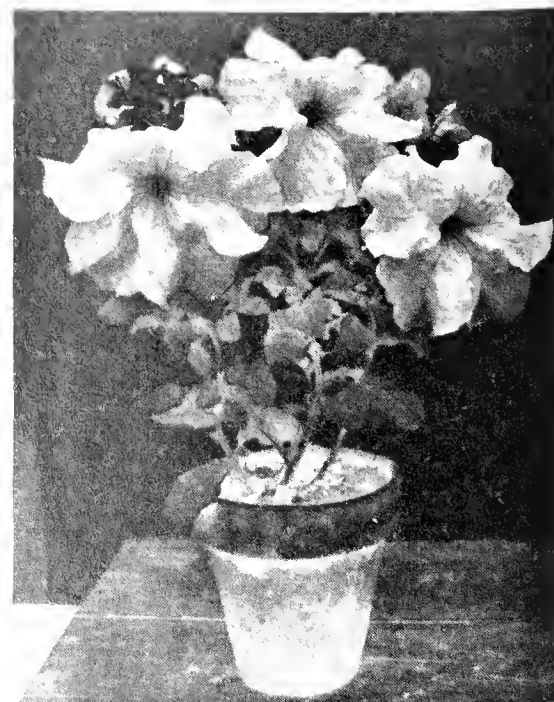
Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Brilliant Rose. Richly effective, strong bright rose.

Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Burgundy. Strong Burgundy or dark wine red with large contrasting white throat. Fairly dwarf, uniform growth.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.25.



*WHITE QUEEN
New Ruffled Grandiflora.*

White Queen (Ball). An extra large ruffled clear white, fully 50% larger than any Grandiflora. For either bedding or pot plants *White Queen* is the preferred single white Petunia. See Novelty List for further description.

Tr. pkt., 50c; 1/64 oz., \$1.50.

Elk's Pride Dwarf (Ball). About one-fourth more dwarf than the original Elk's Pride that gets somewhat tall for bedding. Same color, size, and wavy flowers of the original Elk's Pride.

Tr. pkt., 50c; 1/64 oz., \$1.00; 1/32 oz., \$1.75.

Blue Beauty (Blaue Schönheit). (New). A rich velvety blue, plain edge Grandiflora. The blue is very much brightened with an attractive rose sheen. A striking improvement in this color. Tr. pkts. only, 75c.

Dwarf Carmine Glory. Rather dwarf habit with strong attractive carmine color. Around 25% small flowered, makes a choice pot plant. Tr. pkt., 50c; 1/64 oz., \$1.15.

Dwarf Pink Glory. Large flowered bright carmine-rose. The true flower type is outstanding for color and form. One-third, sometimes more, small or off types. Tr. pkt., 50c; 1/32 oz., \$1.50.

Elk's Pride Improved. Rich velvety purple. This strain improves the original one in greater uniformity of size.

Tr. pkt., 50c; 1/64 oz., \$1.00; 1/32 oz., \$1.75.

Giant Steel Blue. Light bluish white with dark veins.

Tr. pkt., 50c; 1/32 oz., \$1.25.

Queen of the Market. Deep carmine-scarlet. Quite outstanding for depth and effectiveness of color, growth moderately strong. Makes an attractive pot plant. Tr. pkt., 50c; 1/64 oz., \$1.25.

White Cloud. An effective all-purpose dwarf white with nicely ruffled, freely produced flowers. Much used for bedding because of compact growth.

Tr. pkt., 50c; 1/64 oz., \$1.00; 1/32 oz., \$1.60; 1/16 oz., \$2.75; 1/8 oz., \$4.75.

Silver Seam (Purple Robe). Extra large flowered purple with light or silver seam around edge of petals. Of distinct dwarf growth. Silver Seam is highly attractive as a pot plant but lacks enough vigor for bedding under our conditions.

Tr. pkt., 50c; 1/64 oz., \$1.25.

Snowstorm. Quite dwarf large flowered ruffled Pure White, quite even and nice. Tr. pkt., 75c; 1/64 oz., \$1.25.

The Balconies

Because of their strong spreading growth and fairly large flowers, this class will grow and flower freely outdoors where summer conditions are trying on Petunias. It will be noted that a few varieties in this class are not tall, but the typical Balcony is not dwarf. Their fine growth and flowering habit gives them effective value for bedding, for which they deserve to be more freely used where summers are trying. Also popular for porch boxes and vases because of their overhanging habit. However, such varieties as are not so tall shouldn't be used for this purpose. Because of the value of this class, we have added a number of attractive new varieties to our list.

THE NEW BALCONIES

Black Prince. Rich velvety crimson-red. An outstanding color in the newer Balconies and with true Balcony habit. Practically 100% true to color.

Carmine King. Rich coppery rose with dark throat and fairly dwarf habit. Very effective for bedding. One of the best.

Venosa. Rich old rose, lilac shading with dark throat. Medium dwarf and effective for bedding.

Blue Star. Very uniformly starred white on dark blue, with more white than blue. Of fairly compact growth and effective for bedding.

Royal Purple. Good bright royal purple shade; typical balcony habit.

Price on ALL above New Balconies: Tr. pkt., 35c; 1/16 oz., 60c; 1/8 oz., \$1.00.

STANDARD BALCONIES

White, Crimson, Rose, and Mixture.

Each above: Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$2.90.

Blue. Tr. pkt., 35c; 1/8 oz., 95c; 1/4 oz., \$1.60.

Cornflower Blue. A mid blue shade. Tr. pkt., 35c; 1/8 oz., 95c; 1/4 oz., \$1.60.

Dwarf Hybridas

This popular class is also referred to as Nana Compacta because of their uniformly dwarf or compact growth. This is the most valuable class of Petunias because of their very general use for bedding. To a valuable extent they combine dwarf habit with growth strong enough to be used successfully under the most trying summer conditions. Also this class covers a wide range of attractive colors. In addition to bedding, the Dwarf Hybrids, because of their shorter growth, should be used for combinations, and for this same reason they do make neat small pot plants. As a class they come quite generally true to their dwarf habit and color, but, like all seed grown stock, some breaks in both habit and color do occur.

Admiral. Most attractive dwarf blue bedding Petunia. The flowers are ruffled edge, adding greatly to its distinctiveness. It might be classed as a small Grandiflora, but its free flowering, quite dwarf habit places it closer to the Dwarf Hybridas. Ideal for bedding or pots. We use only the German originator's seed. One lot of this stock the past season reverted some to a white. We believe with an additional year's selection work this will be overcome. See Novelty List for further description.

Tr. pkt., 75c; 1/32 oz., \$1.75; 1/16 oz., \$3.00.

Alderman. Clear deep violet-blue. Medium dwarf and excellent for bedding.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

Celestial Rose. Introduced by us to the American trade in 1933, and it immediately became the most popular deep rose for bedding. Deeper and brighter than Rose of Heaven.

Tr. pkt., 35c; 1/8 oz., 75c; 1/4 oz., \$1.25; 1 oz., \$4.00; 2 oz., \$7.00.

Celestial Rose Improved. A selection from regular stock. It will be found more uniformly dwarf and some deeper in color. Ideal for pots and growing in flats because of its even growth. Tr. pkts. only, 50c.

Blue Bedder (Sutton's). Fairly deep shaded violet; medium dwarf. Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

Blue Bird. Well liked deep velvety blue.

Tr. pkt., 35c 1/4 oz., 75c; 1 oz., \$2.50.

Cockatoo. Violet-blue irregularly marked and starred white.

Tr. pkts., only, 35c.

Commander. An excellent dwarf star variety; unusually true to its white star on crimson. We regret that our stock of this strain broke somewhat last season, but feel confident that it will be true. Tr. pkt., 50c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1 oz., \$10.00.

Dwarf Flaming Velvet (New.) A compact strain with the true deep velvety crimson color of Black Prince. Tr. pkt., 50c.

Dwarf General Dodds. The strong crimson-red of the original General Dodds is now available in this uniformly dwarf Hybridas strain. Quite showy for bedding or pots. In our trial grounds the past season it made a uniform height of 12-14 in. Tr. pkt., 35c; 1/4 oz., 90c; 1 oz., \$3.00.

Dwarf Senator. Extra dwarf well rounded habit; fairly dark blue flowers with white throat. Choice for small pots, also bedding where conditions are favorable, true originator's stock. Tr. pkt., 50c.

For bedding, a petunia should be of strong growth to thrive under our hot Summers.

Elf. Rather light or blush pink with a uniformly dwarf habit. An original color and a very desirable one where a light effect is wanted.

Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.00.

Heavenly Blue. Medium to light silvery blue; choice bedding color.

Tr. pkt., 50c; $\frac{1}{8}$ oz., 90c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.75.

Howard's Star Dwarf. More restricted and not so strong in growth as the original stock. Choice but requires fairly favorable conditions to do well.

Tr. pkts. only, 35c.

King Henry (New.) This is exactly described by calling it a dwarf Black Prince. The rich velvety red and uniformly quite dwarf habit of *King Henry* gives it outstanding value for bedding or pots. See Novelty List for further description.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.25; $\frac{1}{16}$ oz., \$2.25; $\frac{1}{8}$ oz., \$4.00.

Norma. Violet-blue with white star. Extra choice bedding or small pot variety.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 45c; 1 oz., \$1.50.

Pink Pearl. Fairly light rose-pink, medium size, and uniformly compact growth. Excellent bedder.

Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.00.

Rose of Heaven. A standard rose-pink for bedding. Differs from Celestial Rose principally in being a shade lighter.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

Rose Queen Improved. Deep rose, a trifle deeper than Celestial Rose. Highly attractive. Tr. pkt., 50c; $\frac{1}{8}$ oz., 90c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.75.

Rosy Morn. Fairly deep rose with large white throat.

Tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.50.

Rosy Morn Improved. Deep strong rose with prominent white center; quite distinct dwarf erect habit. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.00.

Royal Gem (New). Very choice extra dwarf Burgundy crimson with light throat. Small but very free flowering and attractive for bedding.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.00.

Salmon Supreme. Small, dwarf light salmon-rose. A new color in this class.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.50; $\frac{1}{16}$ oz., \$2.50.

Senator. Violet-blue with white throat. Fairly dwarf.

Tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.50.

Snow Queen. Fairly dwarf, free flowering, pure white. The standard bedding white.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.50.

Sunrise (New). Compact spreading type of growth; flowers a deep rose, many lightly fringed.

Tr. pkt., 75c; $\frac{1}{16}$ oz., \$1.50.

Twinkles. Small flowered, bright rose, starred white. Uniformly dwarf too. Quite attractive for bedding. Fairly true to color and type.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00.

Velvet Ball (New). All-American, an excellent uniformly compact large flowered velvety crimson, similar to King Henry—possibly even more compact in habit. Tr. pkt., 75c; $\frac{1}{32}$ oz., \$1.35; $\frac{1}{16}$ oz., \$2.50.

Violacea. Fairly dwarf rich violet-blue.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

Dwarf Hybrida Mixed. All colors.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

Alba. Clear white.

Tr. pkt., 20c; $\frac{1}{4}$ oz., 30c; 1 oz., \$1.00.

Blue Bee. Bright violet-blue.

Tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.50.

Carmen Sylva. Well known violet with white throat; medium tall. Tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.50.

Countess of Ellsmere. Bright rose, white throat. This also is a strong grower with small flowers.

Tr. pkt., 15c; $\frac{1}{4}$ oz., 25c; 1 oz., 75c.

Flaming Velvet. Rich velvety red. This highly attractive color continues to produce a few crimson-red rogues. The some larger flowered variety Black Prince, listed with the Balconies, is of the same velvety red and comes practically 100% true to color.

Tr. pkt., 25c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$4.00.

General Dodds. The well known strong rose red.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.50.

Lord Courtenay. (Golden Rose.) Rich fairly deep rose with golden throat. This is the most attractively colored and largest flowered Hybrida. Valuable for any purpose.

Tr. pkt., 30c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.85.

Howard's Star Improved. Medium tall velvety crimson with white star. Highly attractive and popular for bedding.

Tr. pkt., 35c; $\frac{1}{4}$ oz., 90c; 1 oz., \$3.00.

Inimitable. Carmine-rose striped white. Another small but very free flowering variety. Tr. pkt., 25c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.50.

Topaz Rose (New.) Fairly deep brilliant rose with golden throat. Though classed with the regular Hybridas, the growth is distinctly dwarf for that class. The most valuable variety in this group. Should be used freely.

Tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.75.

Exquisite Mixture. This is a formula mixture, made up of all the above varieties, with the choice large flowered varieties predominating. Tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00.

Various Types

Martha Washington. Of dwarf nicely rounded growth making it ideal for edging or bedding. Medium size, slightly ruffled flowers of light blush pink with reddish veined throat. An excellent and distinct type. Tr. pkt., 50c; $\frac{1}{32}$ oz., 90c.

Brilliant Rose Gem. Of dwarf, 6-8 in., well rounded growth with small fairly deep rose-pink flowers. We find this type of growth rather weak for our summer conditions.

Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00.

Pink Gem. Identical to Rose Gem except color, which is light rose-pink. Tr. pkt., 35c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.75.

Parviflora. Of very dwarf creeping habit with quite small inconspicuous flowers. Of use only as a cover plant for cemeteries or rock gardens. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c.

Diener's Varieties

We are assured by the late Richard Diener Estate that his varieties of Petunias will be maintained. We supply in original Diener packets and are not responsible for the crop.

No. 1—Ruffled Monster Pink. Tr. pkt., 50c.

No. 2—Ruffled Giant Flesh-Pink. With deep center. Tr. pkt., 50c.

No. 5—Ruffled Monster Red. Tr. pkt., 50c.

No. 8—Ruffled Monsters Mixed. Tr. pkt., 50c; $\frac{1}{64}$ oz., \$2.50.

No. 11—Ruffled Monsters, Blue. Semi-dwarf. Tr. pkt., 25c.

No. 19—Giant Pink Glory. Improved Pink Glory. Tr. pkt., 50c.

No. 20—Manve Ruffled Monster Type. Tr. pkt., 50c.

No. 22—Rose Color. Improved Rosy Morn. Tr. pkt., 25c.

No. 47—Jumbo Mixture. A select Giant Mixture. Tr. pkt., \$1.00.

The Regular or Tall Hybridas

This class makes a fairly tall heavy rambling growth. Most varieties are fully as large flowered as the Dwarf Hybridas, some varieties even larger. This low priced, strong growing type is popular for they are easily grown under most any conditions. Though lacking in compact growth, they are much used for bedding as well as combinations and porch boxes.

New dwarf velvety red Petunia King Henry makes a rich pot plant.

FINE ASTERS

No question about a successful crop of Asters being profitably welcomed in any market. The problem is to produce such a crop. No doubt about the superiority of the rot resistant strains, but they are not proof against rotting out when their growth is checked or in an unusually wet season such as the past one, for excess moisture unquestionably encourages rot of all kinds. *Any check in growth weakens resistance to rot.* This is proven by the fact that when Asters are sown direct, as many amateurs do, and not transplanted, they almost invariably come clean. But this results in rather short stems for commercial work. Our plan is to sow in the greenhouse 4 to 5 weeks before it is safe to plant out. In planting, water promptly to avoid the check of a bad wilt. Water fairly heavy during dry weather, thruout the growing season.

In most of the middle west it is impossible, 5 summers out of 6, to grow good Asters in the open. Not only does a cloth house protect them from the “yellows,” but the shade cloth produces longer stems and betters flower size and finish. But during a wet season they seem more inclined to rot in a cloth house. We have strengthened our cloth houses in recent years thru tighter wiring and sewing cloth to all wires, making the structure more rigid to high wind. When successfully grown, Asters are a profitable greenhouse crop.

Unless your house is surrounded with weeds that harbor the Aster leaf hopper, little or no yellows will show up in a greenhouse, where stems are long and flowers come clean. We find under glass they don't rot out so badly on a raised bed as on a deep ground bed. We believe this is due to the harder growth any crop makes in 4-6 in. of soil. Also, such



Well Grown Asters Are Always Profitable

beds are closer to ventilation than ground beds, that produce soft midsummer Aster growth, especially in rich old soil. When plants appear stunted or starved, it is frequently caused by aphides at the roots that are carried there by ants. This could not happen if surrounding areas are clean of material that harbors ants. We might add further that if Asters are grown some distance, probably 1/2 mile, from all grass and weeds that play host to the leaf hopper, the Aster will be free of the “yellows.” Absolute cleanliness in and out of the greenhouse pays. The future greenhouse man will be much more appreciative of this than most of us are.

In conclusion, if you are planning to grow acres and acres of Asters, remember that the more stock grown beyond the market requirements the less profit you will make. So don't overdo, for your own sake as well as that of the whole industry.

YOUR ASTER SEED

Most of the world's Aster seed comes from California—from such fields as is pictured on the next page. Climatic conditions there develop and mature it perfectly. We thoroughly go over these fields when in flower and care-

fully note varieties and strains. It is impossible to go further in the interest of good Aster seed. The new crop is usually received in November, and every variety is at once checked for germination.

ROT RESISTANT STRAINS

These strains are built up thru the process of “survival of the fittest.” Their resistance to rot is definitely superior under most soil conditions, tho a small percentage usually drop out. Occasionally these strains rot out badly. When this occurs, either cultural conditions have been wrong—growth checked or exposed to excess moisture—or they have been attacked by a form of trouble that they

haven't been bred to resist. There is no other explanation, for these strains are not sent out as resistant unless they withstand the rot of thoroly sick soil. Under any or all conditions these strains are clearly superior. For this reason we do not list the non-resistant varieties except such as are not available in resistant form.

Resistant asters are clearly safer from rot.



Aster seed crops in California are rarely a failure, as they are with us. Here is the reason. They are grown where temperatures are rarely excessive. Seed is drilled in the field, avoiding the check of transplanting; and all watering is done by irrigating when required.

BALL RESISTANT ASTERS (12,000 seeds per oz.)

12 BEST VARIETIES

This list is based not only on our experience with them as market growers but on the demand from all sections as well. For these reasons we do not hesitate recommending it as a preferred list. It will also be noted that it represents the best standard commercial colors from early to late. This list answers the question frequently put to us, "What are the best varieties?" Dates given are for flowering in our latitude and will vary. Special attention is called to two new Early flowering varieties of California Giants among our 12 Best this season. In offering "best varieties" in any class, it is not customary with us to include varieties that we have had experience with here at West Chicago; but these two new Giant Asters look good to us. They are highly rot resistant with Bodger's of California, who originated them; and being at least 3 weeks earlier, they escape early frosts that usually cut short the regular California Giants in Central States.

Early Giant Light Blue (New—All-American winner). A fine, extra early, wilt-resistant California Giant type. Color, a clear, rich, light blue. Excellent. Sept. 15 to 20. See novelty list for further description.

Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.50.

American Beauty Silvery Rose. Fairly deep, pleasing rose, considerably deeper than our Ball Phlox Pink. Large flowers, borne on long non-lateral stems. Sept. 15 to 20.

Ball Deep Rose. Clearly tops the list for sales with us. Attractive shade of deep rose, somewhat incurved and of medium size. Also extra long-stemmed and fully resistant. One of our finest productions. Aug. 25 to Sept. 5. See Novelty List for further description.

Ball Deep Purple. An attractive bright deep purple, much brighter and longer stemmed than Royal Purple, also larger. This variety is a duplicate of our Ball Deep Rose except in color. Both are cut out before the midseason crop gets in. Aug. 25 to Sept. 5. See Novelty List for further description.

Ball White Late. Typical American Branching type and habit. Long stemmed, large and fully double, though not quite so full petaled as our Ball White Early that it follows in flowering season. Generally accepted as the best strain of Late Branching White. Sept. 10 to 15.

(12 Best continued next page)

Checks in the growth of young asters clearly hurts their resistance to rot.

RESISTANT ASTERS—12 BEST—Continued

Ball White Early. A resistant selection from our original Ball White. The selection has not left it quite true to the original form, but it is a choice white that immediately follows the Royals. Sept. 5 to 10.

Ball Phlox Pink. Fairly light rose-pink, the color deepening with full development. An excellent light color for cutting, with perfect American Branching habit. Sept. 5 to 10.

Branching Azure Blue. Clear mid- or lavender-blue. A good clear market color that sells anywhere. Long-stemmed and highly resistant. Sept. 15 to 20.

Royal Azure Blue. Same color as Branching Azure Blue. A pleasing color and a very good market variety. Sept. 5 to 10.

Royal Shell Pink. Bright shade of Semple or Shell-Pink with extra large flowers for this class. Medium long-stemmed. For both size and color an excellent commercial variety. Sept. 1 to 5.

Queen of the Market White. The earliest good cut flower white. Fair size and good branching habit. A good variety and class for indoor growing if soil is clean. Under our conditions none of the Queen of the Markets are as resistant as the stronger and later classes. July 15 to 20.

Queen of the Market Azure Blue. This is lighter and a clearly more desirable cut flower color than Mid-Blue.

12 Best Mixture. Specially selected mixture of above varieties; provides a succession of flowers from July to late September.

Prices on all Rot-Resistant strains **except where noted:**
Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

CLASSIFIED LIST OF STANDARD VARIETIES (12 Best Not Included)

QUEEN OF THE MARKET. Most popular early flowering class; of moderately strong growth, stem, and size. Fairly resistant and much used for July flowering under glass—but fresh soil should be used. The two best varieties will be found among our Twelve Best. July 10 to 25.

Crimson. Brighter than most crimson, making it valuable for cutting.

Dark Blue. A rich bright shade of purple; highly resistant.

Flesh-Pink. Fairly light rose-pink; deepening as it matures.

Mid-Blue. A good early mid-blue.

Scarlet. Rather heavy for cutting.

ROYALS. This class follows Queen of the Market, and is a very popular and much used one because of excellent size and stems for the early flowering date that, however, varies some. Because of the value of this class, most kinds will be found among our 12 Best. Aug. 20 to Sept. 5.

Purple. Bright purple; prefer Ball Deep Purple.

White. Excellent fairly early commercial white.

AMERICAN COMETS. We group the Cregos and Comets under this heading, because they are all of the same general type. All are attractive American Asters, producing more or less the same interlaced or fluffy petal effect. A highly attractive type, but does not stand shipping as well as the plain or incurved type.

Comet, Blush Pink. Light or blush-pink. Valuable for earliness and very free flowering habit. Fairly long stem. Aug. 25.

Comet, Cattleya. Very pleasing orchid-lavender. Early Sept.

Comet, Light Blue. Azure-blue; good for cut flowers. Early Sept.

Comet, Rose. Fine large flowers; color a desirable deep rose shade. Early Sept.

Comet, White. Fine large white; some earlier flowering than others in this class. Early Sept.

Crego, Azure-Blue. A fine clear blue for cutting. Cregos, being long-stemmed and large-flowered, are generally preferred in this group. Sept. 10 to 15.

Crego, Blue Flame. Fairly deep bright blue. Highly resistant and extra for stem. Sept. 5 to 10.

Crego, Deep Rose. Fairly deep rose; a fine market variety. Sept. 10 to 15.

Crego, Enchantress. Attractive light rose tinged salmon; valuable addition to this class. Good size flower and substance. Mid-Sept.

Crego, Orchid. Delightful orchid-lavender shade. Long-stemmed and large flowered, but stem not heavy. Highly resistant. Sept. 5 to 10.

Crego, Peach Blossom. Delicate light rose deepening to bright pink. Attractive. Sept. 10 to 15.

Crego, Shell-Pink. Bright clear pink. Sept. 10 to 15.

Crego, White. Pure white; fine. Sept. 5 to 10.

Ostrich Feather, Peach Blossom. Delicate rose deepening to bright pink. Excellent market variety. Sept. 10 to 15.

AMERICAN BRANCHING. A term generally used to cover a number of midseason classes or strains of various producers. All are of spreading or branching habit, and for best results the individual branches should be disbudded. The varieties Ball White Late and Ball White Early, among the 12 Best, are typical

American Branching Asters. Royals and Queen of the Markets are of the same branching habit, but September flowering kinds only are generally known as the American Branching.

Rosalie (New). See novelty list. Outstanding for its completely double flower type; shows no center. Color is a good deep rose shade and flower date about Sept. 10 to 15.

Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.50.

Deep Rose. Long-stemmed, large-flowered deep rose; excellent for market. Sept. 15 to 20.

Purple. Rich purple, fine stem and highly resistant. Sept. 10.

Semple Pink (Ball). Choice shell-pink. Sept. 10 to 15.

White. True branching type; excellent for cutting. Sept. 10 to 15.

KING. Attractively pointed or quilled petals give this class real distinction. Flowers are harder than most classes or types, and for this reason they do not spot or bruise so easily. The Kings are largely used for shipping from California to Eastern markets.

Crimson. Bright crimson, strictly upright habit. Sept. 10 to 15.

Peach Blossom. Delicate rose deepening to bright pink. Upright growth. Sept. 10 to 15.

AMERICAN BEAUTY. A valuable and popular class because of late flowering, and large, long-stemmed, slightly incurved flowers. For northern locations the flowering dates should be noted to escape early frosts. However, most Beauties are generally satisfactory, even in our northern border states.

Azure Fairy. Trifle darker than Branching Azure; large flowered and excellent for cutting. Sept. 20 to 25.

Crimson. Long-stemmed, good crimson color. Sept. 15 to 20.

Deep Rose. Finest rich deep rose. Sept. 15 to 20.

Purple. Long-stemmed large purple. Sept. 15 to 20.

Purple Prince. Bright marine purple. An excellent variety. Sept. 15 to 20.

Shell-Pink (September Beauty). Delicate pink, trifle lighter than Semple. Fair size, long stem. Sept. 25 to Oct. 1.

Silvery Rose. Fairly deep, pleasing rose, several shades deeper than our Phlox Pink. Very much non-lateral. Large flowered and long-stemmed. Sept. 15 to 20.

White. Long-stemmed excellent white. Sept. 20 to 25.

CALIFORNIA GIANTS. An extra large, interlaced, attractive type of flower for cutting but not so suitable for long shipping. Extra long, non-lateral stemmed, which adds to their value. Except the two new Early Giant novelties listed under 12 Best, we have but one resistant to rot variety to offer.

Dark Purple. Rich purple and highly resistant. Sept. 25 to Oct. 1. Tr. pkt., 50c; ¼ oz., 75c; 1 oz., \$2.50.

Early Giant Peach Blossom. Same as Early Giant Light Blue featured in 12 best list, but a pleasing light pink. Tr. pkts. only, 50 cts.

Prices on **ANY OF THE ABOVE** Resistant Asters **Except Where Noted:** Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

Above Resistant Strains in Mixture

Queen of the Market Mixture.

Crego Mixture.

American Branching Mixture.

Prices on above MIXTURES ONLY:

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

Royal Mixture.

King Mixture.

American Beauty Mixture.

The average from year to year on asters is what counts.

RESISTANT ASTERS—Continued

All Varieties Mixed. This is a mixture of all the above, not including the 12 Best Rot-Resistant varieties. Largely used for growing plants to sell from flats to home gardeners. This resistant mixture should be used because of reduced loss in young plants from rotting.

Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00; 1 lb., \$12.00; 4 ozs., at lb. rate.

SINGLE VARIETIES (Ball). In addition to the Single Southcote Beauty type, that is not resistant to rot, we offer a number of colors and mixture of a strong growing, single branching type. This strain has been developed by us and will be found exceptionally rot resistant. The flowers are freely produced, extra long-stemmed, and attractive for any cut flower work. Mid-Sept.

Deep Rose. Strong deep rose-pink; excellent.

Deep Salmon-Rose. As named; strong bright color.

Light Blue. Medium shade of blue.

White. Clear white; extra free growth.

Mixed. The four colors mixed.

Prices on Single Asters: Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

VARIOUS RESISTANT ASTERS

Aurora Golden Sheaf. Fully doubled anemone type; center cushion petals quilled, outer petals broad and flat. Creamy yellow, long stemmed and large. Highly resistant and valuable for market. Sept. 15 to 20.

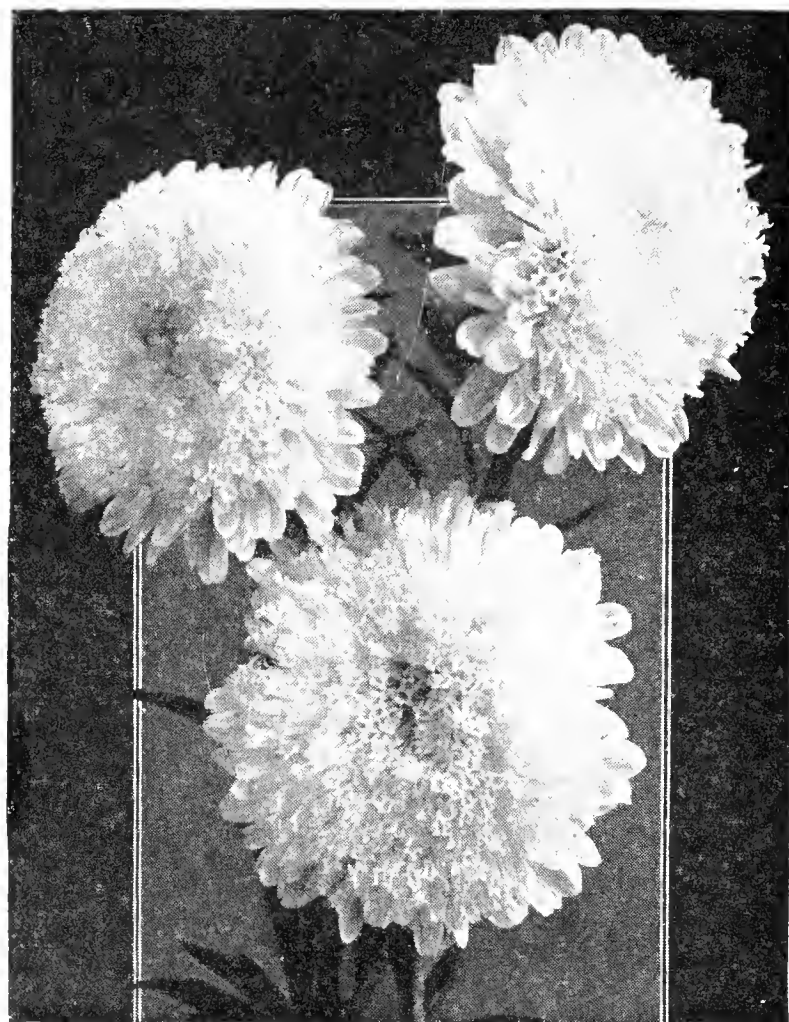
Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

Heart of France. Distinctive scarlet color; approaches American Branching in type. Highly resistant. Sept. 10 to 15.

Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

Imbricated Pompon Violet. The first Pompon we have in fairly resistant form; an attractive color for cutting.

Tr. pkts. only, 50c.



“Golden Sheaf” supplies the demand for a yellow Aster. We find it highly resistant.

REGULAR AMERICAN ASTERS

Not Rot-Resistant

We are very certain that the rot-resistant strains are well worth their slightly added cost. For this reason we no longer offer regular varieties that are available in resistant form.

Imbricated Pommpons. Becoming increasingly popular for cut-flower use. Favorable growing conditions, including clean soil, are necessary for this class. Will not draw up long-stemmed without some shelter from full sun. We space them 8x8 inches and use wire and string support. We offer only the nicely rounded Pompon type in the following colors:

	Tr. pkt.	¼ oz.	1 oz.
*Rose	\$0.35	\$0.65	\$2.25
Light blue35	.65	2.25
Light blue with white center.....	.35	.65	2.25
Crimson with white center.....	.35	.65	2.25
White35	.65	2.25
Mixture of all colors.....	.25	.50	1.75

Early Wonder. Extra Early Comet type.

Mixture25	.40	1.40
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Queen of the Market.

Dark Lavender20	.30	1.00
*Deep rose20	.30	1.00

Single Southcote Beauty. This class is much used for bedding; for cut-flowers we recommend our own strain of Rot-Resistant Singles listed in separate colors and mixture on this page.

	Tr. pkt.	¼ oz.	1 oz.
Finest Mixed	\$0.20	\$0.35	\$1.25

California Giants.	Tr. pkt.	¼ oz.	1 oz.
*Deep rose	\$0.35	\$0.65	\$2.25
Peach Blossom35	.65	2.25
*White35	.65	2.25
Mixed25	.50	1.75

Sunshine.

Mixed25	.40	1.25
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Giant California Sunshine. Under our conditions this class is not of particular value for cutting.

	Tr. pkt.	¼ oz.	1 oz.
Lavender	\$0.35	\$0.90	\$3.00
Rose35	.90	3.00
Shell-pink35	.90	3.00
White35	.90	3.00
Mixed30	.60	2.25

***Ball White.** Finest white Aster.

Original stock30	.50	1.75
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***Boltze's Dwarf Bouquet.** Mixed.

Fine for pot plants30	.50	1.75
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***Super Giant El Monte.** Extra large

crimson-rose. Non-lateral35	.75	2.50
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***Super Giant Los Angeles.** Soft light shell-pink. Extra large and fully double. One of the very choicest and finest Asters in cultivation

.35	.75	2.50
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For Hardy Asters see Perennial list.

Asters in greenhouses should be on raised benches.

Ball Calendula

(3000 Seeds per Ounce)

Greenhouse Calendula are so easily grown that profits are sometimes close, particularly if sown in Jan. or Feb. and flowered in spring. A sowing Aug. 1, planted in deep beds about Sept. 1, does much better, for it comes in during the depth of winter when most flowers are scarce if they ever are. Calendula have the further advantage at this season of holding their color perfectly regardless of the lack of sunshine. But, unless grown cool with plenty air, they will get soft and tend to wilt after cutting. To overcome this, start during the fall months by leaving ventilators wide open at all times possible. We do this until steady firing starts in Nov. This treatment starts them into the short days with firm hard growth that won't wilt. Midwinter temperature of 45 deg. nights with around 10 deg. higher during the day, depending on intensity of light, will keep the growth hard if—plenty air is given whenever at all possible. If this isn't watched closely, growth will soften and be practically worthless.

Our cut flower strains come nearly 100% double flowered. The occasional single is weak, early flowering, and should be removed as it shows up. The reason double flowering plants sometimes come single is due to some form of check in the growth, such as poor soil, not enough water, and growth weakened thru aphids. The check the plant receives thru cutting off a crop accounts for the singles that show up rather freely at the finish of a crop. Heat will quickly run them to singles.

Forcing Varieties

NOTE: Our strains of Ball Calendula are to be had only in our packets.

Prices (EXCEPT MIXTURES): Tr. pkt., 40c; ¼ oz., 60c; 1 oz., \$2.00; 2 ozs., \$3.50; 4 ozs., \$6.50; 1 lb., \$20.00.

Prices on weight lots will be accepted on 2 or more varieties together. For instance on ¼ oz. each of 4 varieties, instead of allowing 60c each the ounce price of \$2.00 will be accepted, or, 4 ozs. of 4 different varieties should be priced at \$6.50.

***Ball Improved Long Orange** (New). Attractive bright golden orange with light eye; a clearly lighter color than our regular Long Orange outstandingly long stemmed and large flowered.

***Ball Long Orange.** The original deep intense orange with light center. Long-stemmed and of good habit.

Ball Sensation. Similar to our Ball's Long Orange.

***Ball Masterpiece.** Long-stemmed clear deep orange with brown center. Attractively contrasting colors and free flowering habit.

Ball Supreme. Similar to Masterpiece, but not quite so deep a color. Outstanding for free flowering habit; medium size flower.

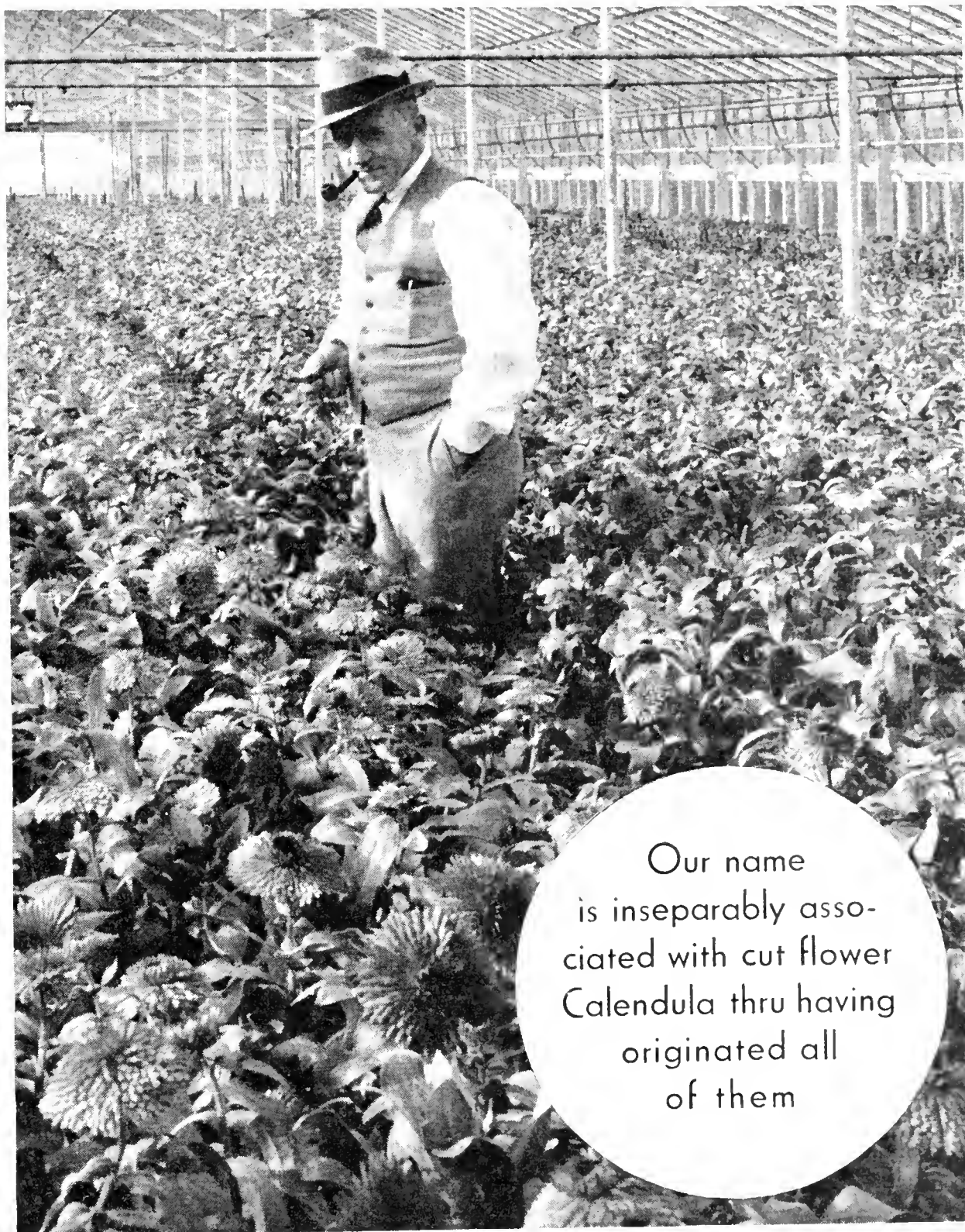
***Ball Gold.** Extra long-stemmed, large deep golden yellow; light eye. Nice.

***Ball Lemon Queen.** Deep lemon yellow with attractive brown eye; our most popular yellow.

Ball Apricot. Light straw or buff color with showy dark center; some color variation but attractive.

Ball Calendula Mixture. Carefully made up of the above varieties with fully half orange. Intended for retail growers.

Ball Calendula, originated by us 19 yrs. ago, continue the only class for cutting.



Our name
is inseparably asso-
ciated with cut flower
Calendula thru having
originated all
of them

Ball Art Shades Mixture. Many original and interesting color variations, many being new in Calendula and hard to “true up”.

Prices on BOTH above MIXTURES: Tr. pkt., 35c; ¼ oz., 50c; 1 oz. \$1.50.

CALENDULA FOR BEDDING

The following varieties are compact in habit—fine for bedding.

Orange Shaggy. Petal tips of this bright orange variety are finely fringed giving it a distinctive appearance. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 65c.

Apricot Queen. An apricot-buff with petal tips attractively flecked orange. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.10.

Frilled Beauty. New deep orange, attractively frilled. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

Sunshine. Chrysanth. Loose petaled bright yellow; upright growth with fair stems. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

Prices on the following, each: Tr. pkt., 15c; 1 oz., 50c; 4 ozs., \$1.75; 1 lb., \$5.25.

Radio. Bright orange, quilled petals, quite attractive.

Radio Golden Beam. Clear yellow Radio.

Orange King. Dark centered deep orange; for bedding.

Lemon Queen. Light lemon yellow; somewhat taller in growth.

Ball Bedding Mixture. Well proportioned mixture.

FLORISTS' ZINNIAS

Wherever Summers Are Warm Zinnias Have Florist Value

Zinnias must be exposed to a fair degree of steady heat, without which they won't grow satisfactorily. This warmth requirement very much extends to germination of this seed. In a cold wet soil it will promptly rot. 60-65° should bring them along promptly and much surer than a temperature in the 50's.

An outdoor planting of, say Giants and Lilliputs, will be found valuable to any retail florist throughout the summer. For cutting, such light Giants as Exquisite, Golden Dawn, Old Rose, and Desert Gold are used to excellent advantage. Also the Pompon or Lilliputs are especially choice if their stems are drawn some by growing under cloth or a greenhouse. For outside growing we find they come much better when sown direct in the open ground after it becomes well warmed, early June with us. This avoids the check of transplanting. Regular Aster house cloth produces most too much shade, drawing the Giants up too long and soft. A grade of cloth with 10 strands to the inch, such as we summer shade our outdoor grown Mums with, is better. Though a freer growth is had by sowing out direct, many home gardeners like to buy started plants, either pot or flat grown.

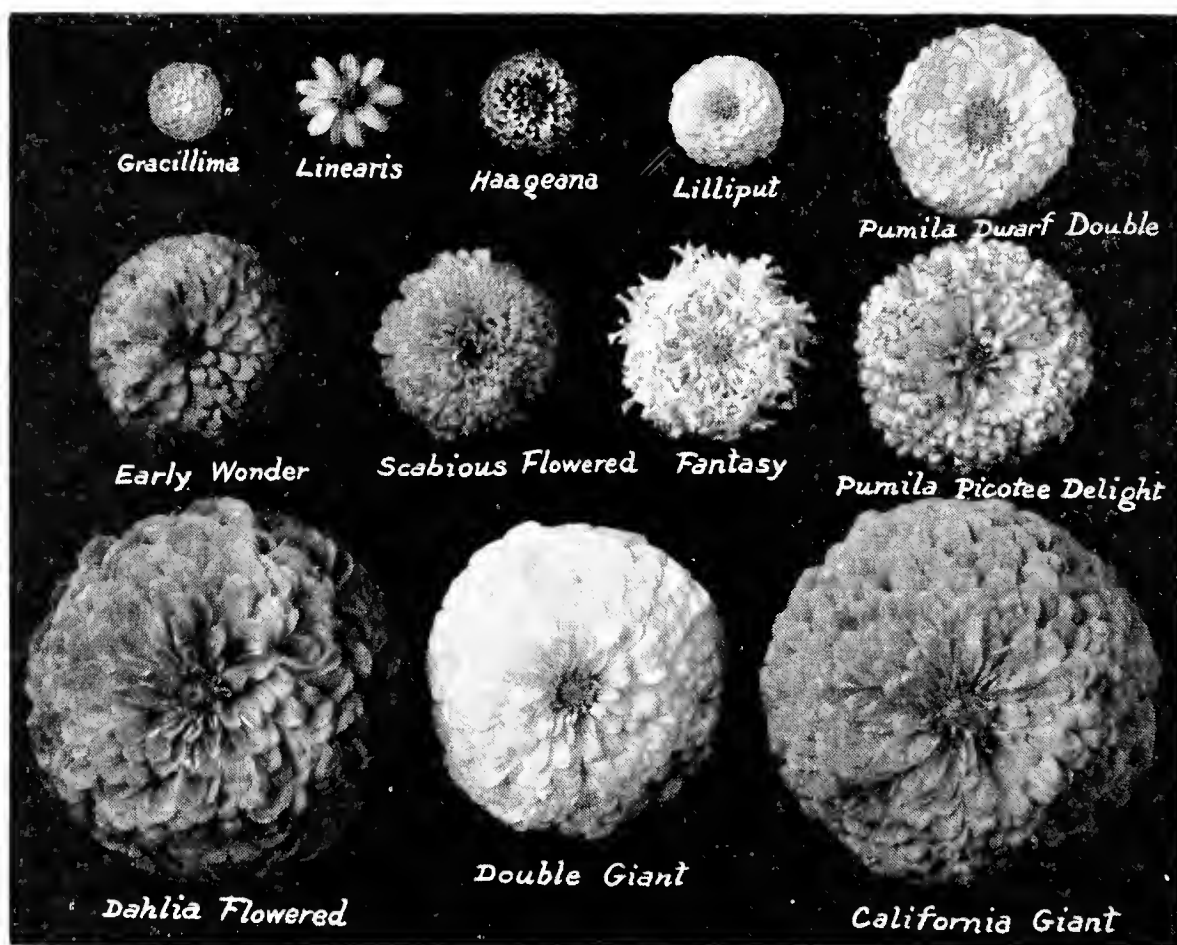
In sowing for this don't start too early, for Zinnias grow rapidly with the warmth of April and May. A month at this season produces excellent plants. A March sowing planted out a month later in a fairly warm house will produce perfect flowers in May, but there isn't enough sunshine during midwinter to flower them satisfactorily or profitably.

The development of the Zinnia to the perfect double flowers of today has been a difficult job. The extent of single plant selection and segregation work necessary to hold and better what we have might be surprising to some. With it all, some varieties will show up a few rogue colors and singles, but they are clearly and surely getting better annually. This will be found particularly true of the Giant stocks we are offering this season. Stars (*) indicate varieties we find generally preferred.

DAHLIA-FLOWERED GIANTS (2500 seeds per ounce). The center petals of this class tend to incurve, giving the flower a somewhat deeper and fuller effect than the California Giants. While this character is not a fixed one, it does predominate, making the Dahlia-Flowered the generally preferred class of Giants. (See list above)

DAHLIA FLOWERED—Continued

- ***Canary Bird.** A rich bright yellow.
- ***Crimson Monarch.** Large crimson-red.
- ***Dream.** Fine deep lavender.
- Eldorado.** Attractive salmon-apricot shades.
- ***Exquisite.** Fairly deep rose; valuable for cutting.
- Golden Dawn.** Bright golden yellow, dark center.
- ***Golden State.** Rich orange-yellow, deeper center.
- Illumination.** Quite deep rose-pink; valuable.
- Meteor.** Clear deep amaranth-rose.
- Old Rose.** Shades of old rose.
- Oriole.** Orange and gold; excellent.
- Polar Bear.** Large white.



Why do seed grown plants vary or break up into different forms? Not for us to answer this except to say that this law of life has added a lot of interest and value to Zinnias as the above pictures.

Purple Prince. Large deep purple.

***Scarlet Flame.** Well named bright scarlet.

Prices, separate colors: Each, tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$12.00.

SPECIAL OFFER: One trade packet each of above 14 varieties for \$2.75.

One trade packet each of *any ten* above varieties for \$2.00.

***Gold Medal Mixed.** Best Giant Dahlia-Flowered Mixture available.

Tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$12.00.

GIANT MAMMOTH. Also known as “California Giants.” Fully as large as the Dahlia-flowered type but with petals imbricated or laid back one over the other, giving the flower a flatter effect. Neither of the Giant classes comes entirely true to the characters that distinguish them.

Zinnias add color to your grounds and are valuable for cutting.

FLORISTS' ZINNIAS (Continued)

GIANT MAMMOTH—Continued

Brightness. Shades of clear pink.

***Cerise Queen.** Bright cerise-orange; attractive color.

***Daffodil Improved.** Bright canary-yellow.

Golden Queen. Bright intense yellow.

***Grenadier.** Bright dark red.

***Lavender Queen.** Bright rosy lavender.

***Miss Willmott.** Medium light soft pink.

***Orange King.** Similar in color to Ball Orange Calendula.

Pink Profusion. Shades of soft pink.

Purity. A very good clean white.

Rose Queen. Deep intense rose; excellent.

***Scarlet Queen.** Glowing bright scarlet.

Violet Queen. Deep purple.

Prices, separate colors, each: Tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$12.00.

SPECIAL OFFER: One trade packet each of the above 13 varieties for \$2.55.

Mixture of all California Giants colors. Tr. pkt., 15c; ¼ oz., 30c; ½ oz., 50c; 1 oz., 85c; 1 lb., \$10.00.

PUMILA TYPE. Sometimes referred to as “Cut and Come Again”; why we don’t know. This class is midway in size between the Giants and Pompons or Lilliputs. Very nice for bedding or cutting but the demand for the extremes in size predominates.

Canary-Yellow. As named.

Fire Ball. Very bright scarlet.

***Salmon Rose.** Extra choice color for cut flowers.

Golden Orange. As named.

Each, separate colors: Tr. pkt., 15c; 1 oz., 60c.

Mixture, all colors: Tr. pkt., 15c; 1 oz., 50c.

COLOSSAL OR NEW GIANTS. This class is so clearly inferior to either of the Giant classes that we list it only in **mixture**. Tr. pkt., 15c; 1 oz., 60c; 1 lb., \$6.00.

LILLIPUT OR POMPONS (4300 seeds per ounce). Flowers about the size of a large button type of Pompon Mum. The neat size and shape of the flowers makes this class effective for summer cut flower work, particularly when stems are lengthened under cloth or greenhouse protection. In the open they usually get up 12-14 in. and are effectively used for bedding.

Canary Gem.

Pink Gem.

Scarlet Gem.

Crimson Gem.

Purple Gem.

***Valencia.**

Golden Gem.

***Rosebud.**

Attractive burnt-

Lilac Gem.

Clear deep rose-

orange.

Clear even laven-

der.

***Salmon Gem.**

White Gem.

Each, separate colors: Tr. pkt., 15c; ¼ oz., 30c; ½ oz., 50c; 1 oz., 85c; 1 lb., \$9.00. (Combination of varieties to make up pound, at lb. rate.)

Mixed, all colors: Tr. pkt., 15c; ½ oz., 40c; 1 oz., 70c.

Special Offer: Tr. pkt. of each of the 11 Lilliput varieties for \$1.35.

FANTASY TYPES. Artistically curled and interlaced petals combined with fair stem and flower size are giving this class increasing popularity for cutting. We are pleased to offer several new colors in the Fantasy type this season; all were found quite true to color and type in our trials.

***Rosalie** (New—All-American winner). Bright intense rose with same informally curled petals as Star Dust; a good even color and long-stemmed for cutting.

Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.75.

***Orange Lady** (New—All-American winner). A rich shade of deep bright orange; equal in habit, stem length, and uniformity in type to the other Fantasies. A worth-while addition to this class.

Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.75.

***Star Dust.** Rich deep golden yellow with typically curled petals.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

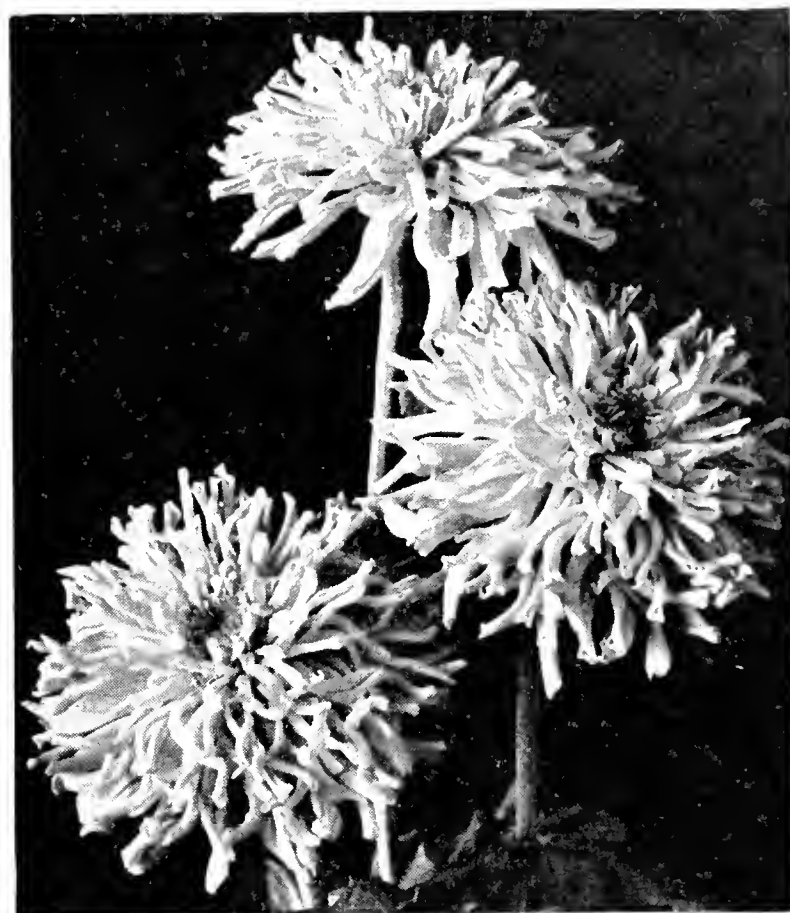
Fantasy Mixed. Attractive and very popular mixture of the above with other intermediate shades. Fine for cutting.

Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

PICOTEE DELIGHT TYPE. Attractively curled or ruffled petals and fairly tall growth make this class useful for cutting.

Golden Ray. Golden-orange with brick red markings.

Tr. pkt., 30c; ¼ oz., 45c; 1 oz., \$1.50.



New Zinnia “Fantasy” is a really attractive variation as this cut shows. (See description at left.)

Salmon-Rose. Attractively shaded light to dark salmon-pink.

Tr. pkt., 30c; ¼ oz., 45c; 1 oz., \$1.50.

Mixture. A good mixture. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

CROWN O’ GOLD TYPE. A distinctive flower type, base of each petal shaded buff or yellow while carrying out the original flower color to tip.

Desert Gold. A highly attractive yellow, the light and dark shades contrasting well.

Tr. pkt., 25c; ¼ oz., 35c; 1 oz., \$1.00.

Mixture. An attractive mixture of cut flower colors.

Tr. pkt., 25c; ¼ oz., 35c; 1 oz., \$1.00.

VARIOUS TYPES

Early Wonder. Salmon-cerise-pink, medium size flower and stem. Outstanding point is early flowering—6-7 weeks from sowing—which, of course, results in a somewhat weaker growth.

Tr. pkt., 30c; ¼ oz., 45c; 1 oz., \$1.50.

***Gracillima** (Red Riding Hood). Quite small and free flowering bright crimson. Ideal for bedding, being quite true to dwarf even habit and showy color.

Tr. pkt., 15c; ¼ oz., 30c; 1 oz., 75c.

***Haageana Hybrids.** An especially valuable class for bedding. Extra compact and literally covered with small mahogany flowers attractively variegated gold and orange.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

Scabiosa-Flowered. Fairly tall and long-stemmed type with flowers resembling the Scabiosa; fairly true to type. Mixed colors.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Gaillardia-Flowered or Navajo. Medium large flowers in attractive two-tone combinations of rose, bronze, yellow, and orange. Fairly long stems about like Pumilas; fine for cutting.

Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.

Cupid Type. Dwarf and small flowered types of value for borders and rock gardens; fairly true to type. Mixed colors.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

Zinnia Linearis. Compact early flowering habit with single bright orange flowers. Choice for bedding where summers are moderate.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For creeping Zinnia Sanvitalia see Annual list.

Heat! At least 60°. That’s what Zinnias need from seed germination to flowers.

MARIGOLDS

For cut flowers, for bedding, and for small plants to use in combinations, Marigolds are receiving increasing attention. Of course, there is a reason; chief among them being the rich warm colors they provide. Nearly all cut flower varieties can be flowered in the greenhouse during the spring months. However, some varieties are particularly suited to this. Last spring we ran complete greenhouse trials of all Marigolds on our list. For cut flower use the odorless variety Gold, spaced 4 x 4, disbudded, was particularly fine. Also the smaller Crown variety Crown of Gold, odorless, was found excellent for cutting. By spacing 10 x 10 in. we got 6-8 flowers per plant. Individual flowers should be disbudded. The largest flowered variety tried was Sunset Giants, not odorless, also spaced close and disbudded; about 25% single. The All Doubles, not odorless, almost 100% double including a few semis, though not so large as the Sunset Giants, might be more profitable. A few of both the Giant varieties were spaced 10 x 10, 5-6 flowers to a plant. They flowered fully 2 weeks later. This demonstrated the earlier flowering, as well as enlarging effect of concentrating the plant's energy to one flower stem.



Marigold Sunset Giants. Very fine for Spring flowering. Grow single stem 4x4 in. in flats or shallow beds from January sowing.

Giant African Class

Large Double Flowers, Long-stemmed and Fine for Cutting
(10,000 seeds per ounce)

FISTULOSA. The “quilled” or tubular petal kinds.

All-Double Orange. Produce 85-90% double, the balance semi-but not quite so large as Prince of Orange. This elimination of singles makes them far superior for cutting.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00.

All-Double Lemon. Same trueness to double type as All Double Orange. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00.

All-Double Mixture. Mixture of above All Double types.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35; 4 ozs., \$4.00.



New English Marigold “Golden Crown” as grown for seed in California.

Marigolds force best on a raised bed with moderate temperature.

Prince of Orange. Produce fine large specimen flowers, but run only 60% double.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00.

Lemon Queen Improved Strain. Bright lemon; same habit as Prince of Orange.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$5.00.

Golden Emblem. Bright gold; midway between orange and lemon; fairly true. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

CARNATION FLOWERED. Imbricated or overlapped petals. TALL. Long-stemmed and valued for cut flowers.

Guinea Gold. Attractive deep golden orange flowers, 2-3 in. and very freely produced; fine for cutting.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50; 4 ozs., \$4.25.

Yellow Supreme. Bright lemon yellow, loose petaled flower. Similar to Guinea Gold in habit.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25; 4 ozs., \$4.00.

Gold. An odorless Guinea Gold, same deep golden orange color but considerably earlier. Excellent for a spring greenhouse crop or for outdoor cutting if not too hot. See Novelty List for further description. Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.35.

Golden Eagle. Midway between Guinea Gold and Yellow Supreme in color. Quite large and fairly true to type.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

DWARF. Excellent for borders; free and continuous flowering. Note real value of Floribundas, which flower fully six weeks earlier than others but which are accordingly easier weakened by heat.

Floribunda Orange. Same large flower and rich color as Guinea Gold, but extra dwarf, 12-15 in. tall. Unusually early and free flowering and excellent for borders.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Floribunda Mixed. Same fine dwarf habit as Floribunda Orange. Predominately orange with some gold and intermediate shades.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Golden Crown. Rich golden yellow carnation-flowered type. Showy and very fine even under drought, but not extra early. Outstanding for fine color and free flowering dwarf habit.

Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.

Golden Queen. Bright golden yellow, carnation-flowered type. Extra dwarf and restricted growth. Nice as a pot plant, but hardly strong enough for bedding out where summers are hot. Medium early. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

MARIGOLDS (Continued)

OTHER LARGE FLOWERED TYPES

Sunset Giants. A fine giant flowered strain of Marigolds. Of Carnation-flowered type, long-stemmed, and in a variety of shades from golden orange to lemon. Favored by spring greenhouse conditions or more moderate summers, the blooms often become 6-7 in. across. Fine for outdoors or winter or spring greenhouse culture. Largest flowers develop if grown one flower per plant.

Tr. pkt., 35c; ¼ oz., 50c; 1 oz., \$1.80.

Orange Sunset (New—All-American Winner). A rich lively orange segregation from the famous Sunset Giants; of the same fine large flowered habit as Sunset Giants and should be even more valuable for forcing in this new form.

Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$5.50.

American Beauty Hybrids (Chrysanthemum-flowered Hybrids). Fine large incurved or Chrysanthemum type flowers. Attractive mixture and long-stemmed. Their rather late flowering habit of last season has been much improved upon this year, which should give them value for cutting.

Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.75.

American Beauty Orange. Similar in habit to above, but a deep strong orange. True to color.

Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.15.

American Beauty Yellow. Same, but a strong clear yellow. Nice.

Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.15.

Dixie Sunshine. Fully doubled Chrysanthemum type flower. Long-stemmed and medium large flowered, but rather late for northern summers. Excellent in southern states.

Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

Sunrise (New—All-American Winner). A real early flowering Dixie Sunshine. We find Sunrise of the same attractively formed flower as its parent. Plenty early to flower in our mid-west, but not quite so long-stemmed as the old Dixie Sunshine.

Tr. pkt., 50c; ¼ oz., \$1.40; 1 oz., \$5.00.

Crown of Gold. Odorless and an incurved or “mum” type flower with row of outer guard petals. Produce choice medium large cut flowers as a spring greenhouse crop but hardly strong enough where summers are hot.

Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.



Marigold Harmony—one of the most valuable dwarf bedding varieties

FRENCH MARIGOLDS

The small flowered types. 9,000 seeds per ounce.

DWARF SMALL FLOWERED. A most valuable class to flower in small pots for spring combinations. For this use sow early in January and carry on in a warm house. Also, this class is largely used for bedding.

Golden Harmony. (1938 All-American Award). A bright golden yellow “twin” to Harmony. Has same dwarf free flowering habit and uniform trueness to type that has made Harmony so popular. Fine as a pot plant or for bedding. Medium early.

Tr. pkt., 50c; ¼ oz., \$1.40; 1 oz., \$5.00.

Harmony. Attractive scabious-like double flowers; deep orange center with maroon red outer petals. Quite striking and valuable in combinations or for bedding. Dwarf and free flowering.

Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.25; 4 ozs., \$3.75.

Royal Scot. All-Double. Showy fully double flowers nicely striped gold and mahogany. Quite uniform in color and habit; an excellent strain.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.85.

Monarch Golden Ball. Fine golden orange. Monarch strains produce a high per cent of full petaled tight double flowers. Finest in its color class. 12-15 in.

Tr. pkt., 15c; 1 oz., 60c.

Monarch Strain Mixed. Same fine fully doubled flowers as Monarch Golden Ball, but in an attractive mixture of colors. A very choice strain, but not quite so early flowering as the regular French Mixture.

Tr. pkt., 15c; 1 oz., 60c; 4 ozs., \$2.00.

Dwarf French Double Mixed. An exceedingly colorful mixture with a most complete range of colors. Excellent for combinations or borders.

Tr. pkt., 15c; 1 oz., 50c; 1 lb., \$4.50.

Robert Beist. Extra deep rich mahogany-red, medium large, fully 80% double. Nice.

Tr. pkt., 15c; 1 oz., 60c.

Pallida. Double lemon or light yellow. Uniform and nice.

Tr. pkt., 15c; 1 oz., 60c.

Fire Cross. Single. A light orange with mahogany-red center. Some deeper color than Legion of Honor. Remarkably true to type and fine for outdoors.

Tr. pkt., 15c; 1 oz., 50c.

Legion of Honor. Well known dwarf single. Bright yellow center contrasting nicely with the mahogany center. Both the above two dwarf singles are valuable for early flowering in small pots.

Tr. pkt., 15c; 1 oz., 50c.

Signata Pumila Little Giant. (Not a French type, rather Mexican.) Quite small single bright orange flowers very freely produced on uniformly dwarf bushy plants. Fine material for borders even in hot sections.

Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.25.

TALL SMALL FLOWERED. Certain varieties in this class are of particular value for spring cut flowers.

Maroon Chief (New). Last spring we tried to flower Lieb's Marigold from a February sowing and found that, due to its late habit, it came blind. Beside it, we noted this maroon and gold producing a profusion of “Lieb” type flowers. We recommend it to the retail grower as a strain similar in color and form to Lieb's, but superior for spring blooming.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.85.

Double Scotch Gold Striped. Highly effective and true, but rather late flowering for early frost sections. 2½ ft.

Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

Single Josephine. Small dark brown. 2 ft.

Tr. pkt., 15c; 1 oz., 50c.

WINTER FLOWERING. Of value for fall sowing to produce a continuous crop through the winter. See above Maroon Chief for a tall French variety for spring.

Australian Tree. Strong growth, fairly long stemmed, mahogany red flowers with golden yellow crest in center. Of high value for winter culture.

Tr. pkt., 25c; ½ oz., 60c; 1 oz., \$1.00.

Lieb's. Not quite so long-stemmed or heavy as above, but more uniformly double flowered; mahogany and gold.

Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.25.

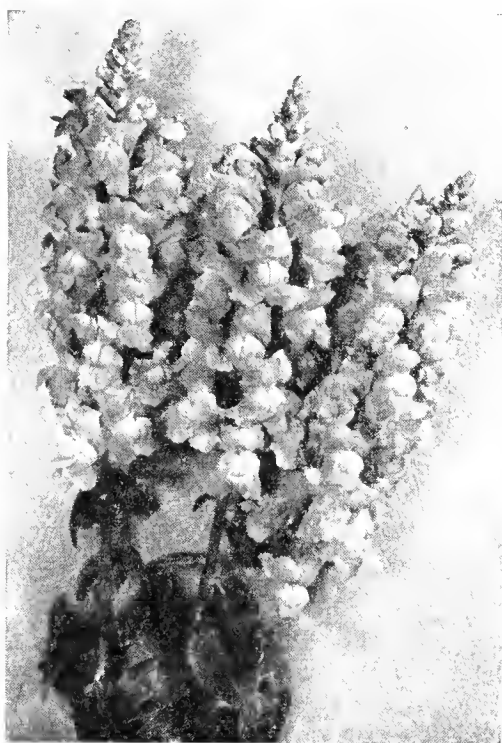
Lieb's Winter Sunshine. Similar to above in winter flowering habit, etc., but a bright golden orange with yellow center.

Tr. pkt., 50c.

Nothing more colorful for combinations than dwarf French Marigold.

FORCING
OR

WINTER SNAPDRAGONS



New Snapdragon “Glorious”

Seed we supply of this class is produced by us in our greenhouses (except originator’s novelties). This prevents wind and insect crossing to the extent that occurs when grown in the open field. However, no amount of care or segregation will prevent the showing up of some rogue colors. With a few varieties, notably the present lavenders, it is quite true, however, that a few off or rogue colors will show up in every variety, and this, of course, applies to any seed grown stock.

CULTURE. Fairly long-stemmed Snaps usually sell very well around Oct. 1, or after a frost. To supply them sow early. While a sowing made July 1 will flower most varieties by the above date, we prefer to make it early in June. Not only will this make stronger plants, but seed germination is more certain in June than in the heat of July.

Snaps should not be planted in any old soil. While they are not subject to root rot as are Peas, numerous forms of branch rot are soil borne and can to some extent be avoided by sterilizing the soil or wheeling in fresh. Do not over enrich the soil for this crop, for it is excess fertilizer and moisture, together with lack of fresh air, that is directly responsible for most Snapdragon trouble during midwinter. In England we have noted them making a hard but clean flowering growth on a stone wall, and at the time there had been no rain for three months! What does this prove? 8 x 8 in. is about the right spacing distance. If more liberal, the quality is increased some but at too much cost in quantity.

The 12 Best Varieties

We again offer our 12 Best selection, believing that in so doing we can help growers avoid losses through use of poor varieties. These varieties have been carefully selected by us on the basis of our own greenhouse forcing experience with them.

Glorious (New—Frank). A deep rich bronze-scarlet with attractive golden throat. Excellent closely set spikes and quite early. **Seed supply limited until July 1939.**

½ tr. pkt., \$1.25; tr. pkt., \$2.00; 3 tr. pkts., \$5.00.

Marie Louise (New—Raasch). A beautiful sea-shell pink with well formed spikes. Exceptionally true to habit and color.

Tr. pkt., \$2.00; 3 pkts., \$5.00.

White Wonder. Clear snow white and of ideal early flowering habit. Undoubtedly the best white. Tr. pkt., \$2.00.

Cheviot Maid Supreme. The most dependable and popular clear rose-pink. Early and continuous flowering.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Cheviot Supreme, Windmill Strain. Quite large flowered and exceptionally uniform strain, but blooms not quite so closely set; very fine. ½ tr. pkt., \$1.00; tr. pkt., \$1.50.

New Cincinnati. The finest fairly light rose-pink, long-stemmed. Our stock is true to color and habit.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Rose Queen. The standard fairly dark rose-pink.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Afterglow. Fine golden-orange with good closely set spikes; early. Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Miss Wooster. Early flowering light golden-bronze; clearly best in its color. Tr. pkt., \$1.50; 3 pkts., \$4.00; 5 pkts., \$6.50.

Ceylon Court—Dark Selection. Early and continuous flowering fairly dark yellow; best in its color for habit.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Coates’ Yellow Perfection. Bright yellow, brighter color than Ceylon, but rather rank growth for midwinter.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Velvet Beauty. A deep crimson-red which we have selected away from the old original crimson-rose.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Ball Forcing Mixture. Carefully made up by us of the best of the above sorts, except those available only in originator’s packets.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

STANDARD LIST OF FORCING SNAPS

COMPLETE LIST EXCEPT THE 12 BEST

SPECIAL OFFER: 7 pkts. of any \$1.00 varieties for \$4.55.

	Tr. Pkt.	3 Pkts.	5 Pkts.
Bertha Baur. Standard lavender; some rogue colors.	\$1.00	\$2.50	\$3.50
Bronze Queen. Medium light bronze.	2.00	5.00	
Captor. Pure white, fair habit.	1.50	4.00	6.50
Celestial. Light yellow; long-stemmed.	1.50	4.00	6.50
*Ceylon Court. Standard yellow.	1.00	2.50	3.50
Cheviot Maid White. Fair size.	1.00	2.50	3.50
*Cheviot Maid, Yellow. Good stem, medium size flower.	1.00	2.50	3.50
*Daybreak. “Briarcliff” pink.	1.00	2.50	3.50
Gilbert’s Pink Supreme Queen. About shade of Rose Queen.	2.00		
Kirkwood Beauty. Bronzy orange.	1.00	2.50	3.50
La France. La France shade of pink; varies.	1.50	4.00	
*Lucky Strike. Strong growing white.	1.00	2.50	3.50
Marion. Good early habit; fairly clear white.	1.50	4.00	6.50
New Deal. Extra early bronze; prefer Sunlite.	1.00	2.50	3.50
Orchid (Schrock’s). Varies some in color, but best orchid-lavender.	2.00	5.00	
*Peggy Schumann. Medium deep pink; excellent clear habit.	2.00	5.00	
Radiance. Large flowered pink.	1.00	2.50	3.50
*Sunlite. Extra early golden bronze; best for midwinter.	1.00	2.50	3.50
*Sun Tan. Early orange-tan.	1.00	2.50	3.50
*Terry’s Surprise (Imp.) Rose shaded orange; fine for spring.	1.00	2.50	3.50
*Westover’s Fringed White. Large fringed pure white; medium early.	2.50	6.50	
White Prosperity. Clear white.	1.50	4.00	6.50
White Rock. White; flowers poorly spaced.	.50	1.25	
Winter Helen. Improved Helen.	1.00	2.50	3.50
Standard Mixed. Good mixture of above varieties.	.75	1.75	

Excess moisture and fertility combined with dark weather cause all winter trouble with Snaps.

Rust Resistant Snapdragons (Not Winter Flowering)

These strains unquestionably possess resistance to rust. Every season we prove this by lining up all varieties in our trial grounds and practically all keep clean—more or less—alongside regular kinds that sometimes disappear completely by midsummer. But they do not hold up so well in all localities, and some seasons seem

harder on them than others. Why? Since trained investigators fail to definitely tell us, we will dismiss the question by saying it is due to varying conditions and strains of rust. Of more interest is the fact that 99% of the rust resistant plantings come thru successfully. The one possible objection to them is that some varieties will vary slightly in color.

12 BEST RUST RESISTANT SNAPS (180,000 Seeds per oz.)

To avoid confusion in ordering the new Rust Resistant strains, we offer the following selection of "12 Best" varieties. Each has been thoroughly tried by us and we feel confident you will find them as described.

CUT FLOWER VARIETIES—Long-stemmed for cutting.

***Rose Sensation** (Super Majestic). Excellent strong rose pink; the best and deepest rose for cutting.

Tr. pkt., 50c; 1/8 oz., \$1.00; 1 oz., \$6.00.

Swing Time (Maximum). Very pleasing medium deep rose, yellow throat; attractive color combination and long stems.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Loveliness (Maximum). Pleasing clear silvery pink.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Alaska (Maximum). Good free flowering white.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Maximum White. Extra pure paper white; long stemmed.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Yellow Giant (Maximum). An extra long stemmed large flowered bright yellow; excellent.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Daffodil (Maximum). Free flowering golden yellow.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Campfire (Maximum). Attractive deep bronze with golden orange lip; nice color and excellent habit for cutting.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Wallflower Red (Majus). Good crimson and wallflower red shades; long stemmed and free flowering.

Tr. pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.50.

Crimson (Maximum). Shade of forcing variety Velvet Beauty; a fine deep crimson and good habit for cutting.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

University of California Mixed. Our best long stemmed Rust Resistant mixture; only good cut flower colors.

Tr. pkt., 20c; 1/4 oz., 50c; 1 oz., \$1.75.

BEDDING VARIETIES—Dwarf and compact.

Golden Orange (Nanum—Dwarf). Fine dwarf habit for bedding; flowers an attractive Suntan shade.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Wildfire (Nanum—Dwarf). Dwarf and even for bedding. A deep bright scarlet with yellow lip.

Tr. pkt., 20c; 1/4 oz., 60c; 1 oz., \$2.00.

Yellow Gem (Nanum—Dwarf). A compact growing golden yellow; excellent for bedding.

Tr. pkt., 20c; 1/4 oz., 60c; 1 oz., \$2.00.

REGULAR LIST OF OUTDOOR VARIETIES

except 12 Best List above (Rust resistant where noted)

MAXIMUMS. Longest stemmed and large flowered—excellent for cut flowers.

Apple Blossom (Rust Res.). Rose pink with white throat.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

***Canary Bird** (Rust Res.). Fairly deep long-stemmed yellow.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Cattleya. Orchid lavender.

Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.25.

Copper King (Rust Res.). Deep velvety copper shade.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Fair Lady (Rust Res.). Appleblossom pink; white throat.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Orchid. Bright lavender.

Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.25.

Ruby. Rich velvety red.

Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.25.

Snowflake. White with slight yellow lip.

Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.25.

The Rose. Deep rose pink.

Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.25.

Mixture (Rust Res.). All colors in this class.

Tr. pkt., 20c; 1/4 oz., 60c; 1 oz., \$2.00.

MAJUS GRANDIFLORUM. Fairly tall and large flowered; a good cut flower type.

***Buttercup** (Rust Res.). Good long-stemmed yellow.

Tr. pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.50.

***Shasta** (Rust Res.). Excellent very pure white.

Tr. pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.50.

Defiance (Rust Res.). Shades of scarlet and red.

Tr. pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.50.

***Engarde**. Coral pink and amber; fine.

Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.25.

Harmony. Terra cotta rose, shading yellow.

Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.25.

***Opal Queen** (Rust Res.). Shades of salmon and apricot.

Tr. pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.50.

***Majus Mixture** (Rust Res.). A very good Mixture of long-stemmed varieties in good commercial colors.

Tr. pkt., 20c; 1/4 oz., 50c; 1 oz., \$1.75.

MAJESTICS. Extra large flowered and fairly dwarf. Fine either for bedding or can be used for cutting indoors during the spring.

Apricot Beauty. Quite large flowered apricot-pink. Flowers closely set on stem; choice for spring greenhouse flowering.

Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.25.

Dainty (Super Majestic) (Rust Res.). Attractive light cream-pink; true to color. Tr. pkt., 50c; 1/8 oz., \$1.00; 1 oz., \$6.00.

Evensong. Large flowered, shade of buff pink.

Fair Lady. Fairly light rose pink.

Golden Dawn. Fairly light golden orange.

Orange King. Deeper than above; about an Afterglow shade.

Rose Beauty. Fairly deep pink. Nice.

Twilight. Deep golden yellow with buff shading.

Above except where noted, each: Tr. pkt., 30c; 1/4 oz., 65c.

Mixture. Of all colors in this class.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.50.

NANUM GRANDIFLORUM. Medium dwarf for bedding.

	Tr. pkt.	1/4 oz.	1 oz.
Climax . Orange shading to gold.	.15	.35	\$1.15
Empress . Rich velvety crimson.	.15	.35	1.15
Fawn . Terra cotta shade.	.15	.35	1.15
Flame . Fiery bright scarlet.	.25	.45	
Gloria . Good deep rose pink.	.15	.35	1.15
Golden Queen . Golden yellow.	.15	.35	1.15
His Excellency . Brilliant orange scarlet.	.15	.35	1.15
Indian Girl (Rust Res.). Fairly deep scarlet with showy golden orange lip.	.20	.60	2.00
Orange Pink (Rust Res.). Fine golden orange shade.	.25	.85	3.00
Purity . A good white.	.15	.35	1.15
Salmon Pink (Rust Res.). Pleasant salmon rose shade.	.25	.85	3.00
Mixture (Rust Res.). Of all colors in this dwarf class.	.15	.40	1.25
TOM THUMB . Extra dwarf, nearly procumbent. For bedding work or pots only.			
Magic Carpet . A true "carpet" habit; attractive mixture.			
	Tr. pkt., 35c; 1/4 oz., 75c.		

The World's finest Winter Snaps are grown in our Northern Greenhouses.

Non-Branching STOCKS

One of Our Leading Specialties

In our latitude the last safe sowing is made Feb. 15. This flowers between May 15 and June 1, a period when the heaviest crops are usually off. If sown March 1, a varying percentage will come blind, producing a mass of foliage with few or no flowers.

bring them in late, they will usually be found equally valuable in Jan. With us it is important to keep Stocks that are to be flowered before March out of ground beds, because in deep soil they produce soft growth that tends to wilt when cut. The stronger sun of late March and April counteracts this softening effect, making the ground bed crop safe. An Aug. 1 sowing flowers sometime in Jan., depending on temperatures. For Valentine's Day sow Sept. 1. With the more rapid growing conditions of spring not so much time is needed. To flower them April 1 sow Nov. 1, and a Mother's Day crop can generally be made by sowing Jan. 1. Of course, much depends on temperature and weather. Also we find that if carried quite cold, around 40 deg. nights, buds are encouraged to set on shorter stems than in a 50 deg. house.

Usually the most destructive disease of Stocks is a form of black stem rot that works thru the stem, gradually shutting off life to the plant. We keep practically 100% clean of this by soaking our soil with 200 deg. water. Another practical point is increasing the proportion of doubles. We find that the one effective way to do this is to remove weakest plants when at a height of 4-6 in. The leaves of such removed plants will generally be found narrower and smooth edged. Some experimenting and study of these characters will soon develop efficiency in recognizing them. We frequently note growers carrying young stock along in small pots. This method is not only more costly in labor, but the plants are easily hardened thru getting too dry or pot bound. During the cool months we sow a month before flowering beds are ready for the seedlings; 5 or even 6 weeks will be all right in midwinter if the seedlings are carried quite cold after they are up. A 60 deg. house is best for germination. During summer when growth is rapid, we do not figure on more than 2 weeks from sowing to transplanting to flowering beds. Stocks enjoy well enriched soil. When up 6-8 in. and in vigorous growth, we top dress lightly with a balanced fertilizer such as 6-8-6, and again after buds are well set.

BALL Non-Branching Stocks

We originally demonstrated the attractive value of this class for cutting. We have since devoted annually extensive greenhouse space to their improvement. Today three-quarters of our glass area is devoted to their improvement and seed production. In addition much must be grown for us in California and Europe. These field crops are inspected by us carefully and are produced by our stock seed, yet it occasionally has happened that strains got thru that were not up to our standard. We do all that is humanly possible to avoid this, for we are in position to know the value of greenhouse space. We should state also that the Non-Branching class does not average up quite so high in proportion of doubles as will the branching Bismarcks. The average is around 60%, while the branching will run around 65%. Also, our strains are non-branching to the extent of at least 99%, not counting a few minor lateral growths. None of our strains are semi-non-branching—producing 2-3 strong side branches such as are occasionally offered in this class. We find that the non-branching strains should be used exclusively by growers for highly competitive markets. Their greater size and stem make them supremely fine when well grown.

CULTURE. While Stocks are at their best when flowered during the long bright days of Spring, they are extensively flowered from Xmas on thru the winter. We find them safely sown early as July 1. If this sowing is grown on a raised bed and a 46-48 deg. house, they will flower for Xmas. Should an unusually dark season



A house of our New Ball White Imp. No. 15, taken last spring. The finest White Available.

Well grown Non-Branching Stocks are a sales attraction.

BALL Non Branching STOCKS

15,000 SEEDS PER OUNCE

Please note that part of any lot of Stock seed is not fully enough matured to germinate and that such seed cannot be separated. 10,000 seedlings from an ounce is a good stand. We do not send out any seed that does not test out to this figure.

Please Order by Name and Number to Avoid Errors

Prices on All Non-Branching varieties as follows:

½ Tr. pkt., 60c; Tr. pkt. (about 1000 seeds), \$1.00; ¼ oz., \$2.25; 1 oz., \$8.00.

***No. 1—Lilac Lavender.** Most valuable cut flower color in any market. Fine well set spikes on moderately long stems. Around 65% double.

***No. 3—Ball Blue.** Developed by us from Lilac Lavender, that it exactly resembles except in color which is dark lilac-blue. An excellent strain.

***No. 15—Ball White Improved (New).** Long-stemmed, fine spikes of pure paper white flowers correctly describes this valuable new variety. A real improvement in white Stocks. Seed supply limited until new crop, Aug., 1939.

***No. 16—Ball White Improved Medium Tall (New).** About 6 in. shorter than our No. 15. Spikes extra compact, pure paper white, and about a week earlier than our No. 15. Seed supply limited until new crop, Aug., 1939.

***No. 11—Ball Pink.** Light rose-pink, the exact shade of Bismarck Rose. This variety is some lighter and nearly two weeks earlier than our No. 14; a fine non-branching pink. See Novelty List for further description.

***No. 14—Ball Rose Pink.** A deep selection from our No. 11; a rose-pink, not a deep heavy rose. Long-stemmed, therefore about ten days later than our No. 11. Good market color.

***No. 17—Gold Standard (New).** Our latest addition to the Non-

Branching class. This pleasing canary yellow is strictly non-branching, but all single flowers and around 5% of doubles come pure white. Both are fine cut flower colors. Crop limited to TR. PKTS. ONLY until new crop in Aug., 1939.

No. 2—Ball White (Tinged). Tall long-stemmed white slightly tinged pink; a very good white for cutting.

No. 2—Ball White Medium Tall (Tinged). About same height as our No. 16, and preferred by some growers. Good white for cut flowers.

No. 4—Ball White Dwarf. With us this comes 20-24 in. tall on deep ground beds. Fine for flats.

No. 5—Ball White Extra Dwarf. Extra dwarf and compact spikes; suitable for pot growing only.

No. 6—American Beauty. True deep American Beauty Rose; a rich color but rather deep to grow in quantity.

No. 7—Malmaison Pink. Extra long-stemmed light or shell-pink. Rather light for midwinter but a pleasing color in spring.

No. 8—Ruby. Long-stemmed rich crimson-red. Outstanding where this deep red is wanted, but again not a color that will sell in quantity.

No. 9—Chamois Pink. Apricot or chamois-pink. Medium long-stemmed, therefore earlier flowering. A pleasing color, but uncertain in proportion of doubles.

No. 12—Snowbank. Pure white, medium long-stemmed with flowers not closely spaced on the stem, for winter use, but excellent for spring.

No. 10—Ball Non-Branching Mixture. Carefully made up of the more valuable colors in the above list. Recommended where a limited number of all colors is wanted.

Prices on ALL VARIETIES above:

½ tr. pkt., 60c; tr. pkt. (about 1000 seeds), \$1.00; ¼ oz., \$2.25; 1 oz., \$8.00.

Stocks — Branching

A good proportion of a retail grower's Stocks should consist of this class. Tho' shorter stemmed, they are more freely produced than the Non-Branching. The branching kind can be planted close and grown single stemmed. Planted this way they won't branch except about the top and from there the branches should be removed. However, they will not be as large flowered, neither will the flowers be so closely placed on the stem as the Non-Branching.

A good suggestion with the branching kind is to space them 6 x 6 in. When up about 8 in., top back about one-third. Another good plan is to let them go until buds are far enough along to distinguish the singles, which are then removed. Under favorable conditions the remaining doubles, that should, of course, be topped, will nicely fill out the irregular empty spaces left, leaving a 100% bed of doubles. However, single Stocks have value for any retail grower. Stars (*) indicate the varieties we find preferred.

GIANTS OF CALIFORNIA

This is an improved Bismarck class, the original variety of which is Santa Maria that we consider the finest branching white. The improvement in this class is in stronger growth and somewhat enlarged flowers. While we do not find the improvement a radical one, except Santa Maria and Shasta, we do find the other colors very excellent stocks.

***Pacific.** Fairly dark blue with extra stem and growth; about the color of Bismarck Lilac.

***Yosemite.** About the shade of Bismarck Rose; a strong clear color with extra heavy growth.

***Santa Maria.** Generally accepted as the best branching pure white; distinctly stronger than Bismarck White. See Novelty List for further description.

Roselight. Similar to Yosemite, but some stronger growing.

Prices for above four varieties: Tr. pkt., 35c; ¼ oz., \$1.15; 1 oz., \$4.00.

Mixture of all colors in this new class. Tr. pkt., 25c; ¼ oz., \$1.00; 1 oz., \$3.50.

IMPROVED BISMARCKS

Antique Copper. Fine copper red.

Apple Blossom. An extra delicate pink; nearly white.

Blood Red. Ruby color.

Buttercup. Deep cream, strong growing.

Chamois. Fine clear chamois.

***Elk's Pride.** Rich purple.

Flesh. Delicate shade of Malmaison Pink.

***Golden Ball.** Ivory yellow.

Prices each: Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

Mixture. Formula mixture of above colors.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

PERPETUAL BRANCHING (Giant Perfection)

Habit similar to Bismarcks, but not quite so tall.

Empress Augusta Victoria. Silver lilac; very fine.

Heatham Beauty. Terra-cotta or golden rose.

Rose. A clear even shade.

Snowdrift. Fine clear white.

Prices each: Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

Mixture of above. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

BEAUTY OF NICE

Compact like a Ten Week but not quite so dwarf.

Aurora. Golden-buff; fine.

Flesh Pink. (Beauty of Nice). Flesh or Malmaison pink.

Cote d'Azur. Light lavender-blue.

Mont Blanc. Clear extra early white.

Monte Carlo. Rich canary-yellow.

Queen Alexandra. Rosy lilac; fine.

Prices each: Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

Mixture of above. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

TEN WEEK

Dwarf, compact, and early; used for bedding and pot plants.

Blood-Red. **Carmin-Pink.** **Lavender.** **White.**

Canary-Yellow. **Deep Rose.** **Purple.**

Prices each: Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Mixture. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.60.

For Virginia Stock see Virginia in annual list.

All Stock colors will soon be available in the Non-Branching Class.

LATE OR SUMMER SWEET PEAS (350 Seeds Per Ounce)

All our Sweet Pea seed, both Early and Late, is treated with Red Copper Oxide or Cuprocide unless untreated seed is requested. We find this helps germination by protecting them against the germs of rot.

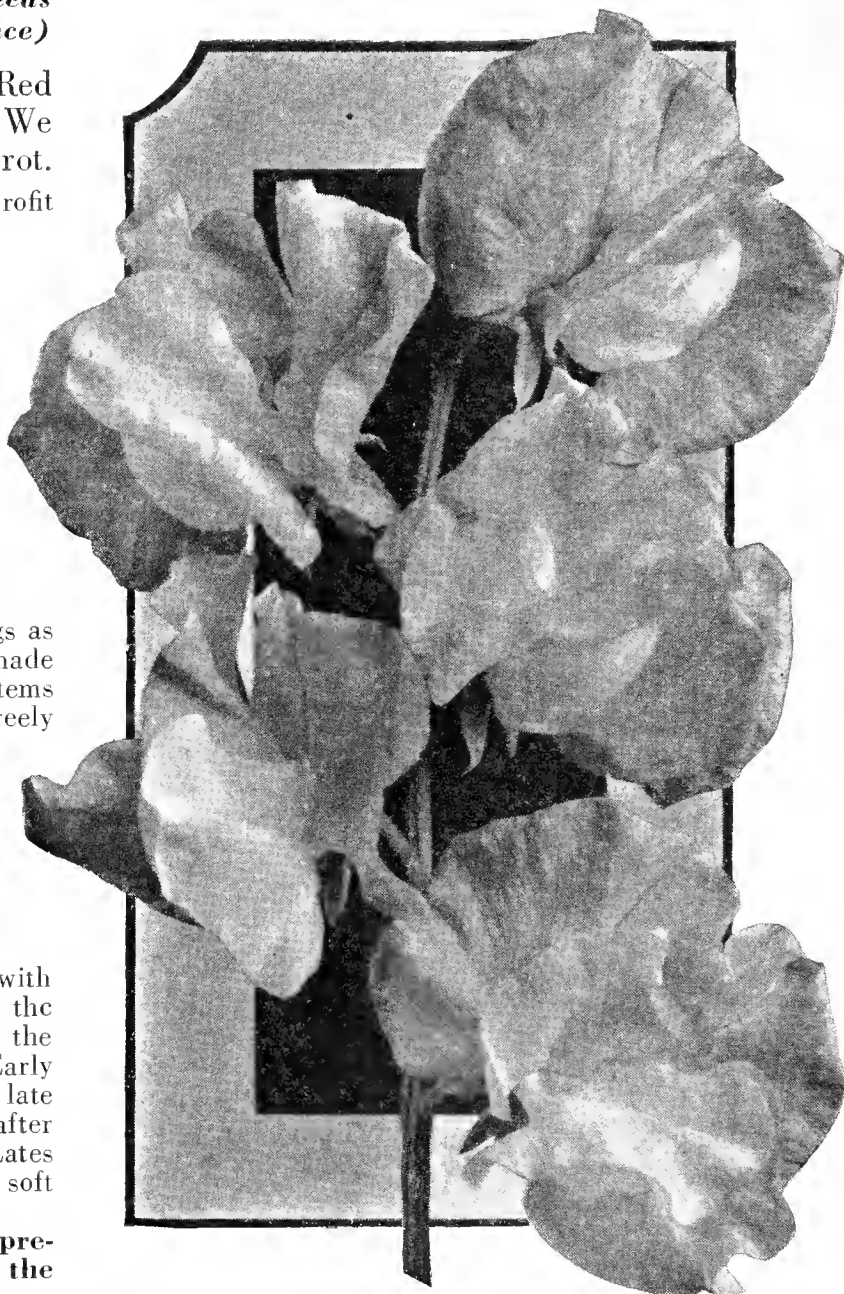
The Late or Summer-flowering class of Peas can be grown outdoors with profit in nearly every section of America—IF—

STARTED EARLY—WATERED THOROUGHLY WHEN DRY—AND KEPT CLEAN OF APHIS

These are fundamental requirements. South of the Ohio River we have noted fall sown plants that got well established, winter over and do wonderfully well the following spring. We have for many years grown them profitably by sowing in the greenhouse in late January, carrying them along cold, and around March 1st potting 3 seedlings in a 3-in. pot. They make nice bushy plants by April 15th when we plant them out, protecting against frost with an inverted V-shaped covering made of two 6-in. wide boards. Around June 10th they get into a heavy crop and remain so until the heat of mid-July overtakes them. It is during June that they are really wanted, for the indoor stock is usually played out and the outdoor stock is hard and nice. The best plan of supporting is with wire and strings as usual, but we have noted a fair late June crop from an outdoor sowing made April 1st. The vines were unsupported, just let sprawl over the ground. Stems grow perfectly straight with this plan, but they will not flower nearly so freely as will the January start supported on strings.

Another quite valuable use for the Late class is to plant them with late started Earlies in the greenhouse. This can only be done with late or after 'Mum planted Earlies that flower in the spring and play out early in May, after which the Late class grows up and overwhelms them and flowers heavily, with long stems, well into June. For this purpose sow the Lates at the time the Earlies are sown and plant a Late seedling right in the row about 8 to 10 in. apart. They won't grow up with the Earlies but will break freely. Along in April they begin to crawl up, in no way interfering with the early growth until it begins to weaken. This plan won't work with the July or August started Earlies because they will be finished long before the Lates flower, which, in our section, is around May 1st. This “Late with the Early class” plan doesn't work in Canada because the cool climate permits the late sown Earlies to flourish through June. Neither will it do in Florida, for after their Earlies give out it gets too hot for any Peas. The reason for the Lates not flowering earlier or in mid-winter is that their growth is too strong and soft for the buds to form or hold until exposed to the high sun of April.

Starred (*) varieties we find the finest for cut flowers. These preferred varieties are carefully considered by us, for we realize the responsibility of suggesting them.



New late pea “Maytime” rich golden cerise color.

The Six Best Late Peas

To help growers select “All the Best” from the rather long list of Late Peas, we have carefully selected the following six varieties as best in their respective colors. This selection is based on actual experience growing them for market.

Pinkie. Excellent long-stemmed, large rose-pink; some heavier growth than Bonnie Briar. The standard rose-pink for flowers.

Pinnacle. Deeper rose than Pinkie; a fine large commercial type.

Gigantic. Finest black-seeded white; extra large flowered and many duplexed.

Chinese Blue. Bright strong blue; clearly the superior blue.

General List (Except 6 Best)

***Maytime** (New See Cut). A rich golden cerise with fine long-stemmed habit; lots of 4's, and extra large blooms. 1 oz. 50c; 4 oz. \$1.75; lb. \$5.00.

***Ball Shrimp Pink** (New—Ball). A delicate shade of shrimp-pink; quite unusually long-stemmed and strong growing. 1 oz. 50c; 4 oz. \$1.75; lb. \$5.00.

***Ambition.** Fine rosy lavender.

***Ascot.** Pleasing light rose-pink.

Avalanche. Finest white-seeded white.

***Beataill.** Sparkling pink suffused salmon; extra for growth.

***Begonia Rose.** Rich even Begonia rose.

Blanche Ferry. Rose and white bicolor.

Blue Bird. Fine clear blue.

***Blue Flame.** Deep bright blue.

***Bonnie Briar.** Very fine rose-pink.

Campfire. Deep sun-proof scarlet.

Chieftain. Rich satiny mauve-blue.

Constance Hinton. Black-seeded white.

Crimson King. Fine sun-proof crimson.

Debutante. Soft salmon shaded pink.

Fiancee. Quite attractive soft salmon-pink.

Fluffy Ruffles. Soft cream pink.

Giant White. Pure white.

Gleneagles. Clear even lavender.

Hawlmarm Lavender. Light lavender.

Hawlmarm Pink. Rose-pink salmon.

***Headlight.** Fine sun-proof orange-scarlet; extra for stem and bright color.

Heavenly Blue. Good Delphinium blue.

Hebe. The finest large rose-pink.

Hero. Cerise; prefer Headlight.

Lady Loch. Light blush pink flushed salmon.

Lady Ruffles. Large ruffled soft pink.

Loveliness. Silvery pink cream ground.

Highlander. Decidedly improves Powerscourt in flower size, stem, and growth; the best lavender.

Welcome. Deep brilliant sun-proof scarlet; finest in this color.

Six Best Mixture. A mixture of “All the Best” in Late Peas; the above varieties.

Prices on ALL above each: 1 oz. 20c; 4 oz. 60c; lb. \$1.75.

Magnet. An improved Miss California.

Mary Pickford. Fine cream salmon-pink.

Mastercream. Extra strong cream.

Matchless. Deep cream.

Miss California. Large salmon-rose.

Model. Good white.

Olympia. Deep purple.

***Powerscourt.** Fine standard lavender; strong growing and good stem.

Royal Purple. Large rich purple.

Royal Scot. Sun-proof orange-scarlet.

Springtime. Nice light clear rose.

The Clown. Crimson and white.

Warrior. Deep bronze-maroon.

Prices on all above standard varieties EXCEPT WHERE OTHERWISE NOTED: 1 oz., 20c; 4 ozs., 60c; 1 lb., \$1.75.

Ball Florist's Mixture. Mixture of above standard kinds. 1 oz., 15c; 4 ozs., 50c; 1 lb., \$1.25; 5 lbs., \$5.00.

Figure on 1 oz. of Pea seed for every 30 ft. of row.

EARLY or WINTER PEAS (350 Seeds Per Ounce)

A Jan. or Feb. planting of this class in the greenhouse will flower in the spring.

Don't overlook the value of the early class for this late planting. They will, of course, not be so long-stemmed or get so tall as the earlier start, for they will not have time to get so deeply rooted; but they will flower freely. Also it is a good plan to plant some Lates with them for a follow up crop that will carry well into June in our latitude.

We have been specializing in Winter Peas since the introduction of the Early class 31 years ago. During these years we have originated many new varieties, and we shall continue interested in this work. Because of outstanding improvements in recent years, Winter Peas are becoming increasingly popular. In connection with our growing of Peas we annually try out new varieties from all responsible raisers. All of real commercial value, of course, get into our list. Others are forgotten. Our long experience as growers of this crop might enable us to be of some service with your growing problems. We call special attention to our list of “12 Best Varieties.” Necessarily if such a list is impartial, it contains both new and standard kinds. In making it up we are guided not only by our experience with them but by the demand from other growers as well.



Gold Medal awarded our Winter Sweet Peas by the Society of American Florists.

We Try to Make Our “12 Best” List Dependable

Laddie Improved. Extra long stiff stemmed rose.

½ oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

Sequoia. Extra large flowered salmon-rose; fine for spring.

½ oz., 20c; 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$4.00.

Boon. Fine deep salmon-rose on cream; quite large flowered.

½ oz., 20c; 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$4.00.

Bridesmaid. Delightful silvery pink; extra for flower size and stem.

½ oz., 20c; 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$4.00.

Ball White. Fine large flowered white; white-seeded.

½ oz., 25c; 1 oz., 40c; 4 ozs., \$1.35; 1 lb., \$4.50.

Ball Rose Improved. Deep bright rose, strong free flowering habit.

½ oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

Majestic Rose. Fine large flowered heavy stemmed rose-pink.

½ oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

Triumph. Long-stemmed attractive lilac-mauve.

½ oz., 20c; 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$4.00.

Ball Orange Improved. The only early flowering clear orange; fine color.

½ oz., 30c; 1 oz., 45c; 4 ozs., \$1.60; 1 lb., \$5.50.

Harmony. The best commercial lavender.

½ oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

Mrs. Hoover. Best early blue; strong growing and fine for spring.

½ oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

Princess Blue. Light lavender-blue, probably largest flowered and longest stemmed on our list. We regret that due to a crop failure we will be sold out until July 1939.

½ oz., 30c; 1 oz., 50c; 4 ozs., \$1.75; 1 lb., \$6.50.

12 Best Mixture. Carefully blended mixture of the above.

½ oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

General List (Except “12 Best”)

***Bacchus (New).** Extra deep maroon-purple; large flower.

½ oz., 30c; 1 oz., 50c; 4 ozs., \$1.75; 1 lb., \$6.50.

***Daphne (New).** Soft salmon-pink on cream; fine for stem and flower size.

½ oz., 30c; 1 oz., 50c; 4 ozs., \$1.75; 1 lb., \$6.50.

Sunproof Orange. With slight scarlet-cerise shading.

½ oz., 30c; 1 oz., 50c; 4 ozs., \$1.50; 1 lb., \$5.25.

***Tahoe (New).** Fine dark blue, some deeper than Hoover.

½ oz., 30c; 1 oz., 50c; 4 ozs., \$1.75; 1 lb., \$6.50.

American Beauty. Fine American Beauty rose.

Amythyst. Rich bright purple.

Annie Laurie. Bright rose-pink.

***Apollo.** Salmon-cerise; fine for spring.

Attraction. Rich long-stemmed salmon-rose.

Aurora. Orange-scarlet striped.

Ball Blue.

Ball Rose Queen. Large flowered strong rose-pink.

Blue Bird. Prefer Mrs. Hoover.

Bright Light. Vivid orange-scarlet.

Chevalier. Dark rose.

Columbia. Rose and white bicolor.

***Eileen.** Rich Begonia rose.

***Eleanor Blue.** Nice light blue for spring flowering. Semi-intermediate type.

Flamingo. Orange-salmon; long-stemmed.

Fragrance. Fine lavender for spring blooming.

Giant Rose. Extra large rose; medium stem.

Grenadier. Poppy scarlet.

Harlequin. Chocolate bicolor; attractive novelty.

***Heather Bell.** Rosy lavender; free flowering.

***Hope.** Fine white; black-seeded and easy to germinate.

Indigo Blue. Dark shade of clear blue.

***Jeanne Mamitsch.** Clear rose, long stems.

***Josie.** Longest stemmed clear rose-pink.

Maroon Prince. Dark maroon, rather heavy.

Michigan. Large lavender.

***Mrs. Holscher.** Very good rose-pink.

Mrs. Kerr. Salmon.

Oriental. Black-seeded cream.

***Pride.** Extra long-stemmed brilliant cerise.

Prosperity. Soft glowing rose-cream.

Red Bird. Crimson-red.

Snowstorm. White-seeded white.

Springsong. Prefer Boon.

***Success.** Extra bright deep rose-pink.

Sunray. Light cerise, fine long stem.

***Top Hat.** Deep bright violet-blue; fine growth and strong color.

Vulcan. Prefer early Bright Light.

***White Harmony.** Longest stemmed black-seeded white.

Zvolanek's Rose. Rose; prefer Laddie.

Any above priced at: ½ oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

Ball Early Mixture. A formula mixture of the above colors.

½ oz., 15c; 1 oz., 25c; 4 ozs., 85c; 1 lb., \$3.25.

PLEASE NOTE: All our Sweet Pea seed, Early and Late, is treated with Cuprocide or Red Copper Oxide, unless otherwise requested.

In ordering Sweet Pea seed don't forget that there are two distinct classes, Early or Winter-flowering and Late or Summer flowering. State which is wanted. If you are not familiar with the best kinds and wish us to make selections for you, we shall gladly do so.

In ordering Pea seed, state whether the Early or Late Class is wanted.

ANNUAL LARKSPUR (8,000 seeds per ounce)

We are finding the demand for Larkspur very much on the increase. Perhaps this is explained by greater interest in using it as an outdoor crop. While it is true that markets are at times oversupplied with this easily grown field crop, on the other hand average returns combined with low overhead leave it with sometimes more than average profit. South of St. Louis and Philadelphia best way to handle it is thru fall sowing. In the near southern states it should be sown early enough to assure well established seedlings before winter sets in. In well drained soil such seedlings will usually winter over, for Larkspur is half hardy. To make certain that much alternate freezing and thawing doesn't damage them, cover with any loose material available. Such a start will, of course, be the earliest to flower outdoors. It should be followed by a lot sown in the spring promptly as the soil can be handled. Several successive sowings two weeks apart will further spread the cut.

We don't like fall sowings run quite warm, especially in deep beds, because the growth gets unnecessarily heavy and soft and is susceptible to rot. We find it better in a 45-50 deg. house and on raised beds. The germination of Larkspur seed is, at times, uncertain. It seems at times to go into periods of dormancy. Under any condition, give it 2-3 weeks to come thru, and sometimes it will take longer. We once made a June sowing that was well watered but failed to come up. It lay in the hot soil all summer, coming thru 100% with cooler weather and rains of Sept. *We throw out all carried over Larkspur seed, as the new crop is received in Sept.*

Our suggestions for the choicest cut flower varieties are (*) starred.

BASE BRANCHING OR IMPERIAL VARIETIES

The preferred type for cut flowers

***Blue Bell.** Clear mid-blue; excellent.

Blue Spire. Rather deep violet-blue.

Carmine King. Carmine-rose.

Daintiness. Light lavender shade.

***Dazzler (New).** Fine large carmine-rose; our trials showed this clearly more uniformly colored than Carmine King.

Exquisite Pink Improved. Rich soft pink.

***Gloria Improved.** Bright rose-pink.

***Lilac Queen.** Rich lilac-lavender.

Los Angeles Improved. Nice salmon-rose.

***Miss California.** Pink shaded salmon.

***Sweet Lavender (New).** Greatly improves Lilac Queen in stronger color, larger better formed spike and uniform habit.

***White King.** Finest white; large flowered and whiter than White Spire.

White Spire. Good white.

Prices on all above varieties: Tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$10.00.

Mixture. Specially blended mixture of above.

Tr. pkt., 20c; ¼ oz., 30c; ½ oz., 50c; 1 oz., 80c; 1 lb., \$8.00. 4 ozs. of any one variety at lb. rate.

STOCK-FLOWERED VARIETIES

Dark Blue. A rather heavy color.

***Lilac Supreme (New).** A deep but not heavy lilac-blue: excellent.

Lilac. Pleasing shade of deep lilac.

Los Angeles. Salmon-rose.

***Rosamond.** Deep rose; excellent.

Rose Queen. Very attractive rose-pink.

Sky Blue. Good light blue.

White. Prefer White King.

Prices on all above varieties: Tr. pkt., 20c; ½ oz., 30c; 1 oz., 50c; 1 lb., \$5.00.

Formula mixture of the above.

Tr. pkt., 15c; 1 oz., 35c; 1 lb., \$3.75. 4 ozs. of any one variety at lb. rate.

GIANT HYACINTH-FLOWERED

Produce one long non-branching spike. Seed germination is more uncertain than is that of the branching class.

Dark Blue. Lilac. Pink. Purple. White.

Each: Tr. pkt., 25c; ¼ oz., 30c; ½ oz., 50c; 1 oz., 80c; 1 lb., \$8.00.

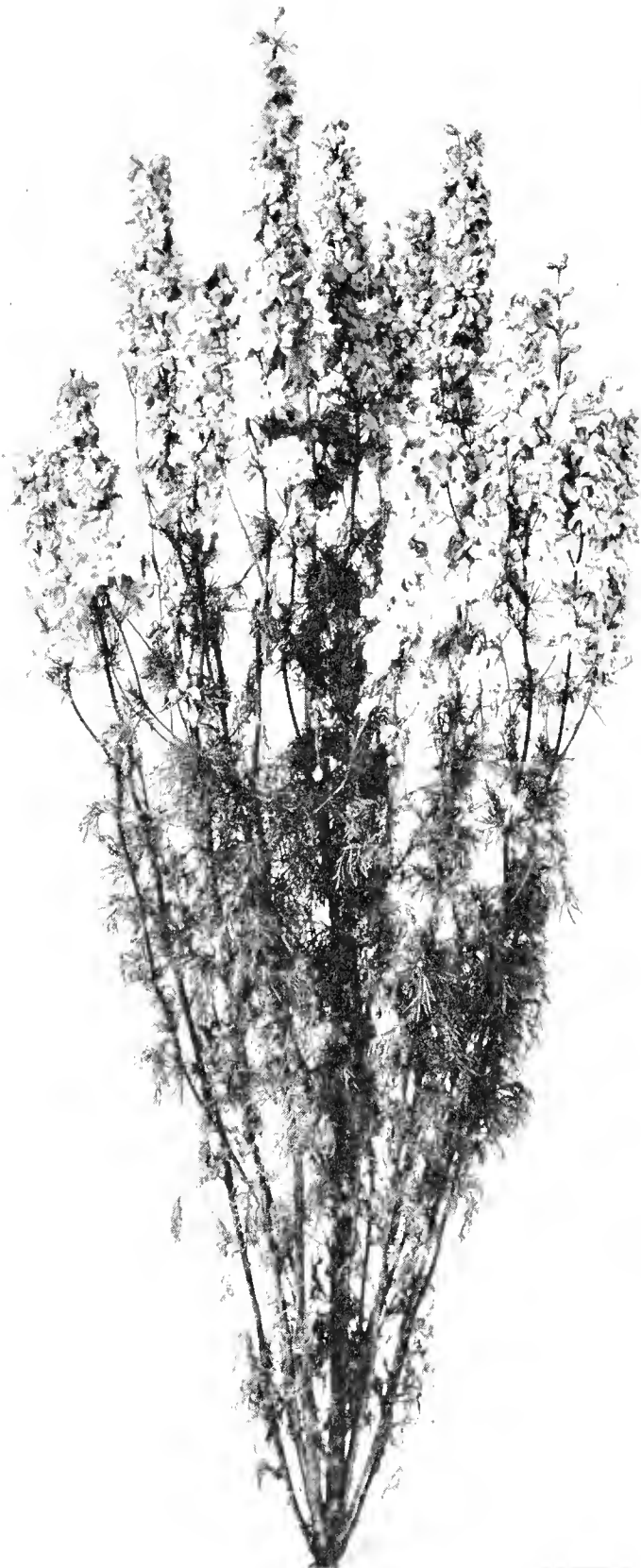
Mixed: Tr. pkt., 15c; ½ oz., 30c; 1 oz., 55c; 1 lb., \$5.50. 4 ozs. of any one variety at lb. rate.

DWARF EMPEROR TYPE

Less than half the height of the regular cut flower kinds and is used for bedding.

Ageratum Blue. Well named and a pleasing color.

Tr. pkt., 25c; ½ oz., 40c; 1 oz., 75c.



Shows value of base branching type for cutting

Larkspur seed germinates poorly or not at all in high temperatures.

PRIMULAS

A valuable class of pot plants that includes not only greenhouse kinds but a number of hardy strains that have been greatly improved and will be found on the perennial pages.

Obconicas

(1200 seeds per Tr. Pkt., 150,000 per ounce.) This is the most colorful of all the Primulas, and their popularity actually seems on the increase; though contact with them results in skin irritation with some individuals. When exposed to varying atmospheric moisture, this seed loses its germination rapidly. To conserve it we have all our Obconica seed packed in sealed glass tubes by our German grower. Except the trade packet size, no additional charge is made for this protection. But please note the germination of this seed requires close care, especially avoid getting it excessively wet or dry.

Alba. (White). A popular color.

Better Days. Large flowered deep carmine-red; good compact habit.

Coerulea. Fairly dark blue.

Fashender's Red. Large deep crimson.

***Lachsrosa.** Large bright rose with attractive salmon shading.

Mohnstein's Atrosanguinea. Dark red.

***Mohnstein's Dark Red.** Well known dark red.

***Mueller's Berlin Rose.** Bright clear rose.

***Mueller's Rosea.**

Salmon Queen. Salmon or coral-rose.

Any above priced at: Tr. pkt. ($\frac{1}{128}$ oz.), \$1.10; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.75.

Mixture. Carefully blended mixture of above colors.

Tr. pkt. ($\frac{1}{128}$ oz.), 60c; $\frac{1}{64}$ oz., \$1.00; $\frac{1}{32}$ oz., \$1.75.

Portland Beauty. Double flowering rose-pink; excellent.

Tr. pkt., \$1.50.

Malacoides

(400,000 seeds per ounce.) Most popular of the annual class are the “Baby Primula”—quickly grown into useable plants and in no way irritating. The occasional rotting out of this class is due, we believe, to allowing them, at any stage of their growth, to become excessively dry. Light sandy soil with plenty humus or organic matter is preferred by all classes of Primula. Malacoides are sown from June for single plant specimens to October 1 which we find a good date to produce nice 3 in. pot plants for Easter and Mothers Day.

Appleblossom. (New Erikssoni). This new light appleblossom pink sent out by Mr. Eriksson, we find varies some in color. Tr. pkts. only, \$1.00.

***Baby Alba.** (Erikssoni). Good size, clear white. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.50.

***Baby Rose.** (Erikssoni). Extra good bright rose; compact habit and one of the best of the Erikssoni's. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.50.

***Brilliance.** (Erikssoni). Attractive crimson red. Outstanding color in combinations. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75.

New Baby. (Erikssoni). Large fairly compact deep rose. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75.

Princess Mary. We find this English variety a quite deep rose; excellent. Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.00.

Riverside. (New Erikssoni). Attractive light rose pink. Good habit but varies some in color. Tr. pkts. only, \$1.25.

***Rosea Superba.** Extra large flowered and compact bright orchid rose; very fine. Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.



Baby Rose—its bright rose color and dwarf habit rate it high among Malacoides

***Wadenswil Salmon.** Very good bright salmon rose, compact and excellent for pots. Tr. pkt., \$1.00.

Weihenstephan. Clear attractive salmon pink; fine. Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.00.

Mixture. Carefully balanced mixture of above. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.75.

Chinese Primula

(18,000 seeds per ounce.) Because of the range of attractive colors and the ease with which they are grown, this class is popular with some retail growers. Sow in May or June for 4 or 5 in. pot plants for Christmas. July and August for late Winter and Spring plants.

***Dazzler.** Vivid orange red. Outstanding new color in this class. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.50.

Chiswick Red. Rich bright red.

Coerulea. Very excellent light blue.

Defiance. Deep red, dark center; fine.

***Duchess.** White with attractive Tyrian rose center.

***Gigantea Alba.** Extra large clear white.

***Rose Queen.** Large bright carmine rose. Excellent.

Mixture. Carefully balanced mixture of above. All above Except Dazzler priced at, Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

Primula Kewensis. Deep yellow winter flowering pot plant. 10 to 12 in., nice. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.25. For Hardy Primulas, see page 48.

Want something new in pot plants? Try Primula Collosea listed in perennial list.

CALCEOLARIAS

(About 20,000 seeds per $\frac{1}{64}$ ounce)

Well grown Calceolarias are irresistibly fine pot plants. The germ or seed is so small that it easily perishes if exposed to a dry or excessively wet seed bed. It must be uniformly moist and not smothered with covering. Also, instead of potting we transplant the seedlings to flats, later potting to 3's. Uniform moisture is more easily maintained at the roots than when in small pots. Calceolarias are strictly cool temperature plants. For this reason they are not recommended for the southern states. Our Calceolaria trials are sown Oct. 1 and flowered in 4 in. pots in May. Nice 5 or 6 in. pan specimens can be produced from this sowing by using 3 plants together. This makes unnecessary a midsummer sowing that is so difficult to get through. Also they respond favorably to electric light treatment.

We personally inspect all our Calceolaria seed crops in Germany, where this seed is produced.

HYBRIDA GRANDIFLORA

(Large flowered varieties)

***Dwarf Tigered and Spotted Mixed.** Uniformly dwarf tigered and spotted mixture. Showy large flowers and attractive colors. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.50; $\frac{1}{32}$ oz., \$4.50.

Albert Kent. Flowers golden-yellow with large red blotch on each. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.50.

Albert Kent Hybrids. Intermediate in size of flowers. Very excellent color range. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.00.

***Cloth of Gold.** Medium sized golden-yellow flowers very freely produced; dwarf and very showy. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.25.

Kelway's Perfect Model. We supply originator's seed of this well known strain. Wide range of colors and strong growth. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.25.

Tigrina. All flowers attractively tigered or spotted; medium size flowers and fairly tall growth. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.50.

Mixture of Grandiflora colors. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.50.

***Monarch Strain.** A strong growing, attractively colored Grandiflora mixture. About ten days later than regular mixtures but very fine. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00.



This cut pictures three distinct classes of Calceolarias. On the right is the fairly tall, spotted Tigrina; the ever popular Multiflora Nana in the center, with a Dwarf Tigered Grandiflora on the left. Seed for these was sown early October, flowering in May.

MULTIFLORA NANA CLASS

Most popular for smaller pot plant sales; dwarf, free flowering, and brightly colored.

***Multiflora Nana Mixture.** Most widely used. Uniformly dwarf and very attractive. Tr. pkt., \$1.00; $\frac{1}{128}$ oz., \$2.25; $\frac{1}{64}$ oz., \$4.25.

***Golden Tiger.** Golden-yellow, richly spotted red; excellent. Tr. pkt., \$1.00; $\frac{1}{128}$ oz., \$2.00; $\frac{1}{64}$ oz., \$3.60.

***Indian Prince.** Rich deep scarlet, of good multiflora nana habit. Throws a few golden-yellow rogues, but both are very attractive. Tr. pkt., \$1.00; $\frac{1}{128}$ oz., \$2.25; $\frac{1}{64}$ oz., \$4.25.

RUGOSA TYPE

Flower Cloud. Bushy, showy specimen plants; flowers not large but very freely produced. Its Rugosa parentage gives it exceptional handling qualities. Tr. pkt., \$1.00; $\frac{1}{128}$ oz., \$3.75.

Perennial Hybrids. A very small flowered type used for large exhibition work and for bedding in moderate climates. Tr. pkt., \$1.00.

Schizanthus (45,000 seeds per ounce)

Schizanthus have more value for cutting than some retail growers appreciate. They will outlast Peas for this purpose, but they shatter too easily for much handling.

An August sowing will flower in 5 or 6 in. pots by early February in a moderately cool house. But they soften and are worthless in much temperature, for this reason are not suitable for our southern states. The dwarf strain we are developing is fine for pot plants only. An Oct. 1 sowing makes such a 4 in. pot specimen as illustrated.

***Ball Brilliant Blend.** A carefully blended mixture of medium dwarf strains, all large flowered with fairly dark bright colors. Well suited to cutting; and if properly pinched, will make fine pot specimens. Tr. pkt., 35c; $\frac{1}{8}$ oz., 75c; $\frac{1}{4}$ oz., \$1.15.

***Ball Dwarf.** Quite distinctive and valuable as a pot plant, being about half the height of most strains. Plants are compact and literally covered with small bright flowers. Particularly choice flowered in smaller sizes. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.00.

***Dr. Badger's Improved Hybrids.** An extra large flowered strain with choice

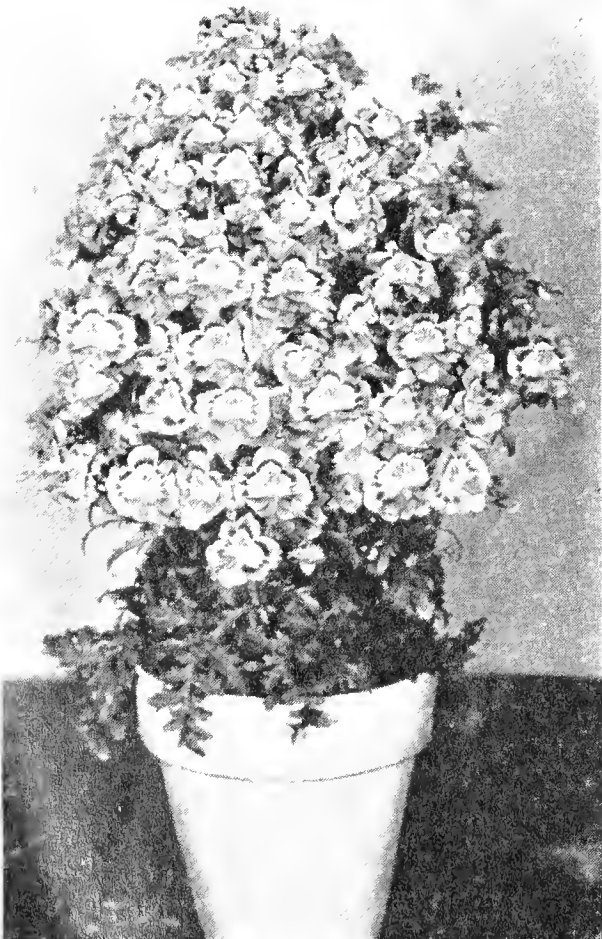
colors and medium dwarf habit. An excellent all purpose strain, being large enough for pot plants and long-stemmed enough for cutting. Tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.00.

Pansy-Flowered (Danbury Park). A true Pansy-flowered strain. Comes about 90% true to flat pansy-like flowers. Colors are soft pastel shades including rose-pink and deep lavender; no markings. Fine either for pots or cutting. Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00.

***Giant Blotched.** Noted for its brightly colored flowers, each having a bold dark center that contrasts well with the bright pink and rose shades that predominate. Two to three weeks earlier than most strains and effective as a pot plant if well pinched. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.25.

Monarch Strain (Hurst). Extra large flowered, even some larger than Dr. Badger's. Has same desirable medium tall habit and choice range of colors; many bright rose shades. Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.00.

Bridal Veil. Pure paper white and of medium tall habit. Tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.25.



SCHIZANTHUS, Ball Dwarf Strain

Every retail grower, except in the South should grow Schizanthus in cold shallow soil for cutting.

BEGONIAS

FIBROUS ROOTED

(SEMPERFLORENS AND GRACILIS)

(About 30,000 seeds per 1/32 ounce)

Most widely used class for bedding and pot plants and readily grown from seed. They do best in light soil enriched with humus, and in using them for bedding this preference should be supplied. Also, they do not like excessive summer heat; but if supplied with moisture and some shade, they stand it very well. Fibrous Rooted Begonias are choice material for sheltered window or porch boxes, and many are well used in combinations. Good 2 1/2 in. pot plants are grown in around three months from sowing. The improvement in this class is toward dwarf, well rounded habit such as is found in Red and Pink Pearl. Such varieties make particularly attractive pot plants. For bedding purposes, the stronger, more upright growers are preferred. Heterosis varieties are produced thru crossing 2 distinct kinds, first generation of which comes quite true but not the next.

Adeline (New). Extra dwarf small and free flowering bright pink Begonia. Attractive green foliage and quite true.

Tr. pkt., \$1.00; 1/64 oz., \$2.25.

Albert Martin. Extra large bright carmine.

Tr. pkt., 50c; 1/32 oz., \$1.00.

Carmen. The original bronze-leaved Begonia. Flowers are bright rose-pink, a color that contrasts well with the dark foliage.

Tr. pkt., \$1.00; 1/64 oz., \$1.75; 1/32 oz., \$3.25.

Christmas Cheer. Fairly dwarf crimson scarlet.

Tr. pkt., \$1.00; 1/64 oz., \$1.40; 1/32 oz., \$2.25.

***Darling.** Bright clear rose under glass, becoming carmine-rose outdoors. Well formed for pots or bedding and unusually free flowering. Tr. pkt., \$1.00; 1/64 oz., \$2.25; 1/32 oz., \$4.00.

***Elegant.** Unusually large soft rose flowers with luxuriant green foliage. Tr. pkt., \$1.00; 1/64 oz., \$2.00; 1/32 oz., \$3.50.

Erfordia. Clear pink; extra free flowering.

Tr. pkt., 50c; 1/32 oz., \$1.50.

Essen. Fine large rose-red with bright green foliage. Distinctive color and medium in habit. Tr. pkt., \$1.00.

Fire Sea (Blaze of Fire). Large fiery red flowers with green foliage.

Tr. pkt., \$1.00; 1/32 oz., \$2.00.

Glory of Erfurt. Large bright carmine-rose.

Tr. pkt., 50c; 1/64 oz., \$1.15; 1/32 oz., \$2.00.

***Glow (Glow).** Showy red flowers with brightly contrasting reddish green foliage. Of medium dwarf habit and valuable as a pot plant. Tr. pkt., \$1.00; 1/64 oz., \$1.60; 1/32 oz., \$3.00.

Gustav Knaake. Salmon-pink, resembling Melior.

Tr. pkt., 50c; 1/32 oz., \$1.50.

***Indian Maid.** Foliage a deep lustrous bronze with richly contrasting scarlet flowers. Really quite outstanding for color effect. Tr. pkt., \$1.00; 1/64 oz., \$2.00; 1/32 oz., \$3.50.

King of the Reds (New). Glowing red flowers, green foliage, and a vigorous habit of growth make this a valuable variety for pots or border work. Tr. pkt., \$1.00; 1/64 oz., \$2.25.

***Lightning.** Strikingly large carmine-scarlet flowers; deep green foliage. Tr. pkt., \$1.00; 1/64 oz., \$1.50; 1/32 oz., \$2.60.

Luminosa. Deep scarlet, reddish brown foliage; fine.

Tr. pkt., \$1.00; 1/32 oz., \$1.75; 1/16 oz., \$3.00.

***Luminosa Compacta.** Bright scarlet; extra dwarf selection from Luminosa. Ideal as a dwarf bedding variety.

Tr. pkt., \$1.00; 1/64 oz., \$2.00; 1/32 oz., \$3.50.

Mignon. Brilliant salmon-scarlet; semi-dwarf.

Tr. pkt., 50c; 1/32 oz., \$1.75.

***Pink Pearl (New).** Same extra compact habit as Red Pearl, but flowers are a clear rose-pink. Tr. pkt., \$1.00.

Prima Donna. Light rose-pink shading to carmine-pink outdoors. Tr. pkt., \$1.00; 1/32 oz., \$2.15.

Radio. Extra large carmine-scarlet; green foliage.

Tr. pkt., \$1.00; 1/32 oz., \$2.25.

***Red Pearl (New).** Bright scarlet flowers freely produced on extra compact round plants. Free flowering. Tr. pkt., \$1.00.

Scandinavia. Outstanding new large flowered pot plant strain; good bushy habit with attractive dark green foliage; attractive shades of rose and pink. Tr. pkt., \$1.50.

Scarlet Queen. Large scarlet; bronze green foliage.

Tr. pkt., 50c; 1/32 oz., \$1.50.

Snow. Fine large flowered pure white type; improves old White Pearl in larger flowers and purer color. Good medium dwarf habit. Tr. pkt., \$1.00.

Tausendschoen (New). Fairly heavy growing bright rose-pink; large and free flowering. Tr. pkt., \$1.00.

Vernon. Deep blood-red; dark leaved. Tr. pkt., 35c; 1/16 oz., 75c.

White Pearl. Standard white. Tr. pkt., 50c; 1/32 oz., \$1.65.

Mixture. Of all colors in this class. Tr. pkt., 50c; 1/32 oz., \$1.00.

TUBEROUS ROOTED BEGONIAS

We call attention to the fact that most kinds in this class can be grown into 4 in. pot plants in 6 months from seed sowing; but Begonia seed is quite small and must be handled carefully.

Mrs. Helen Harms (Multiflora fl. pl.). A fine deep canary-yellow previously propagated only by cuttings. Flowers about 1 1/2 in. and very freely produced. Tr. pkt., \$1.00.

Multiflora Nana. Attractive mixture of small but freely produced double flowers; similar in type to Helen Harms, and one of the choicest of the dwarf tuberous class. Tr. pkt., \$1.00.

Narcissus-Flowered. Flowers closely resembling Narcissus, and about 3 in. across. Attractive mixture. Tr. pkt., \$1.00.

Large Flowered Single Mixed. Attractive shades of orange, rose, scarlet, etc. Tr. pkt., 50c; 1/64 oz., \$1.25.

Large Flowered Double Mixed. Not quite so large as above but attractive fully double flowers. Tr. pkt., \$1.00; 1/128 oz., \$2.75.

Lloydi Mixed. Of graceful pendulous habit. Nice 4 in. plant matures in 6 to 7 months from sowing. Flowers double, about 2 in., and in shades of scarlet, salmon, and white. Tr. pkt., \$1.00; 1/128 oz., \$3.00; 1/64 oz., \$5.00.

Lloydi Red Shades. Similar to above but shades of scarlet. Tr. pkt., \$1.00; 1/128 oz., \$3.60.

Rex Hybrids. Ornamental leaved mixture of Rex Begonias; many attractive variations. Seed is very small and must not be covered. 500 seeds, \$1.75; 1000 seeds, \$3.25.



The fibrous rooted Begonias reach their highest usefulness as pot plants for spring sales. Sow seed any time from May to December.

Semperflorens or Fibrous Rooted Begonias have a wide range of uses. Easily and quickly grown from seed.

MISCELLANEOUS ANNUALS

R Indicates varieties suitable for rock garden work.

(*) Indicates varieties most dependably satisfactory in our experience and observation.

How Many Seeds Per Ounce?

In reply to numerous requests we include with this catalog again the number of seeds per ounce of important items listed. For example: **Abutilon Mixed**—850 S. means 850 seeds per ounce. The figures are conservative and will vary with the season. Also note that it must include a varying percentage of immature seeds that are an inseparable part of most varieties. For this reason these figures must **not** be accepted as indicating the number of plants to be expected. Under favorable germinating conditions most large seeds will germinate 50 to 60 per cent. Most annuals will run some higher. Quite small seeds are more easily destroyed, therefore require more careful attention and the germination percentage is usually lower.

ABUTILON

Giant Flowered Mixed (Hyb. Maximum). 850 s. (Flowering Maple). Ours is the extra large early flowering strain. Attractive for pot, conservatory, or bedding where climates permit.

Tr. pkt., 35c; 1/8 oz., \$1.25.

ACHIMENES

Mixed. Very attractive pot or hanging basket plant for warm houses. Very fine seed. Tr. pkt., \$1.00.

ACROCLINIUM

New Hybrids. 8500 s. An attractive Strawflower for spring cutting. Ours is the extra large semi-double strain. Choice bright colored flowers with dark "eyes."

Tr. pkt., 15c; 1/4 oz., 30c; 1 oz., 85c.

AGATHEA

Coelestis. (Felicia amelloides or Blue Daisy). 27,000 s. 30 in. Tall blue daisy for greenhouse and conservatories. For the dwarf blue daisy see Felicia Bergeriana page 33.

Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.25.

AGERATUM

MEXICANUM. 200,000 s. Most seed-produced strains vary some in habit.

***Blue Ball.** 8 in. Our most even large flowered strain.

Tr. pkt., 15c; 1 oz., 75c.



Our extra dwarf strain of Alyssum, Carpet of Snow as grown for us in California

Little Blue Star. 8 in. Quite small flowered.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

Little Dorrit Blue. 8-12 in. Quite small flowered.

Tr. pkt., 15c; 1 oz., 75c.

Little Silver Star. 6 in. Dwarf, small flowered silvery white.

Tr. pkt., 30c; 1/4 oz., 90c.

Blue Cap. 6-8 in. Medium large flowered. Fairly even.

Tr. pkt., 25c; 1/4 oz., 80c; 1 oz., \$3.00.

Blue Perfection. 8-12 in. Large flowered.

Tr. pkt., 15c; 1 oz., 60c.

Imperial Dwarf White. 10-12 in. Fairly even medium sized white.

Tr. pkt., 15c; 1 oz., 60c.

AGERATUM—Continued

Purple Perfection. 5 in. Very dwarf restricted growth.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 90c.

Red Riding Hood. 6 in. Even small flowered pink with red center.

Tr. pkt., 35c; 1/8 oz., 75c.

Tall Blue. 24 in. Large flowered for cutting.

Tr. pkt., 15c; 1 oz., 40c.

ALOE

Variegata. 6500 s. (Tiger Aloe). A very popular and generally satisfactory house plant. Attractive variegated succulent leaves. 100 seeds, \$1.00; 1000 seeds, \$8.00.

ALYSSUM

5500 s. According to our annual trials, the following are the finest reselected strains available.

***Carpet of Snow** (Procumbens Snowcloth). Well named. Very dense flat mass of white flowers 3 to 4 in. high by 8 in. wide. Exceptionally even strain. See photo on this page.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 75c; 4 ozs., \$2.25.

***Little Gem.** 5 in. Dense flower heads but not spreading.

Tr. pkt., 15c; 1 oz., 50c; 4 ozs., \$1.75.

Lilac Queen. 5 in. Same as above but light lilac turning deeper in fall. Tr. pkt., 15c; 1 oz., 50c.

Maritimum (Sweet Alyssum). 10 in. Medium tall strain.

Tr. pkt., 10c; 1 oz., 25c; 4 ozs., 60c.

For **Perennial Alyssum**, see page 43.

AMARANTHUS

28,000 s. Attractively variegated leaved varieties preferring dry, open locations.

Molten Fire. 4 ft. Deep red variegated foliage.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 85c.

Salicifolius. 30 in. (Fountain Plant or Willow Leaved Amaranthus). Attractively curled and twisted narrow deep bronze leaves.

Tr. pkt., 15c; 1 oz., 75c.

ANCHUSA

Blue Bird (Capensis). 1100 s. Attractive deep Forget-Me-Not blue flowers. 18 to 24 in. Tr. pkt., 15c; 1 oz., 60c.

For **Perennial Anchusa**, see page 43.

ARCTOTIS

Breviscapa Aurantiaca. 7700 s. 6 in. Single daisy-like orange flowers with dark centers.

Tr. pkt., 35c; 1/4 oz., 80c.

Grandis. 25,000 s. 2 to 3 ft. Single silvery white flowers with lilac shading and dark center.

Tr. pkt., 15c; 1 oz., 50c.

ASPARAGUS

750 s. Our seed comes from a California specialist and germinates 65-75%. New crop available about Feb. 1st. Must have at least 65 deg. soil temperature for proper germination.

Plumosus.

Sprengeri.

Prices on above: 100 seeds, 25c; 250 seeds, 40c; 1000 seeds, \$1.00; 5000 seeds, \$4.50, 1 lb., \$8.00.

For hardy **Asparagus Verticillatus**, see page 44.

For **Baby's Breath**, see Gypsophila page 34.

BALSAM 3300 s.

***DOUBLE BUSH FLOWERING.** 15 in. Because flowers are produced above the foliage, this class is by far the most attractive and showy for most kinds of work. May be sown direct as late as mid-June for August flowering. Following strains are absolutely even in habit.

Permanent success in selling flowers, seeds or plants calls for practical information about them, plus courtesy.

MISCELLANEOUS ANNUALS—Continued

BALSAM—Continued

- Cinnabar.** A rich deep salmon-scarlet.
Rose. A pleasing pastel rose-pink.
Scarlet. Bright color. **White.** A pure glistening white.
Mixture of all colors in this class.
 Each: Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.
Double Camellia-Flowered Mixture. 24 in. Attractive brightly colored mixture. Tr. pkt., 15c; 1 oz., 60c.
 For **Bachelor Button**, see *Centaurea Cyanus*, page 30.
 For **Ornamental Banana**, see *Musa*, page 36.
 For **Blue Lace Flower**, see *Didiscus*, page 33.

BRACHYCOME

- IBERIDIFOLIA.** (Swan River Daisy). 140,000 s. 6 to 8 in. plants bearing small single flowers quite freely. Nice for edging.
Azure Fairy. Azure-blue, the most popular color.
 Tr. pkt., 15c; 1 oz., 85c.
Mixture of all colors in this class.
 Tr. pkt., 15c; 1 oz., 65c.

BROWALLIA

- 65,000 s. Fine winter and spring pot plants. Nice also in beds and borders with some shade.
Speciosa Major. 10 in. Standard blue variety.
 Tr. pkt., 35c; ¼ oz., \$1.00.
Speciosa Major Alba. White form of above.
 Tr. pkt., 50c; ¼ oz., \$1.50.
Viscosa Compacta Sapphire. More compact than above with a profusion of small attractively light eyed flowers.
 Tr. pkt., 35c; ¼ oz., \$1.00.

CACALIA

- Coccinea** (Tassel Flower). 56,000 s. Small light fiery scarlet flowers on 30 in. stems. Tr. pkt., 15c; 1 oz., 50c.
 For **California Poppy**, see *Escholtzia* page 33.

CALLA

- Elliottiana.** 450 s. The yellow Calla Lily. Seed germinates readily but requires two years' growth to flower.
 Tr. pkt., 50c; ¼ oz., 85c; 1 oz., \$2.75.

CALLIOPSIS

- 90,000 s. Very free flowering dwarf bedding plants.
Drummondii, Golden Wave. 12 in. Semi-double strain. Flowers 1 in., golden yellow with dark eye.
 Tr. pkt., 10c; 1 oz., 20c.
Dazzler. 6 to 8 in. Rich maroon margined golden yellow. Very bright combination. Tr. pkt., 15c; 1 oz., 50c.
Dwarf Mixture. 6 to 8 in. Attractive dwarf compact mixture of yellow and red shades.
 Tr. pkt., 15c; 1 oz., 30c.

CAMPANULA (Annual)

- 50,000 s. These strains flower 6 months from sowing.
Annual Cup-and-Saucer Mixture. 2 ft. A double Campanula coming 75 to 80% true Cup-and-Saucer type.
 Tr. pkt., 50c; ¼ oz., \$1.50.
Annual Canterbury Bells Mixture. 2 ft. Same as above but the single type. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.
Fragilis. Of graceful pendulous habit suitable for pots and hanging baskets; azure-blue. Tr. pkt., 50c; ½ oz., \$1.15.
 For **Perennial Campanulas**, see page 44.

CANDYTUFT 9500 s.

HYACINTH-FLOWERED.

- ***Giant White** (Ball Strain). We continue to handle exclusively our own greenhouse bred strain that is unsurpassed for uniformity and large flowers. Grown from our own plant selection stock seed every year. See novelty list page 2 for further description.
 Tr. pkt., 20c; ½ oz., 40c; 1 oz., 75c; 4 ozs., \$2.35; 1 lb., \$7.50.

CANDYTUFT—Continued

- Miniature Gem.** A nice very early flowering rock or border plant. Same as above but 4 in. high. White.
 Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.
UMBELLATA. A popular spring cut flower. Sow in January, plant out 8 x 10 in. The starred (*) varieties we find best for market growing.
 ***Carmine, Crimson, Flesh-Pink, *Lavender** (Lilac), ***Rose Cardinal, White**, and our special **Formula Mixture**.
 Each: Tr. pkt., 15c; 1 oz., 40c; 4 ozs., \$1.00.
Dwarf Hybrids Mixture. An attractive 3 to 4 in. miniature of above. Very early. Tr. pkt., 15c; 1 oz., 50c.
 For **Perennial Candytuft** see *Iberis*, page 47.

CARNATION

- 14,000 s. From an early sowing planted outdoors, preferably under cloth protection, and disbudded, these strains, with the exception of Engelmann's, will produce a nice crop of summer Carnations for cutting. Some supporting necessary.
Engelmann's Gold Medal Mixture (Perpetual Flowering). Shouldn't be confused with the following strictly outdoor varieties. A hybrid mixture of the Perpetual or greenhouse types containing many original colors. We handle only the originator's seed.
 Tr. pkt., \$1.00; ¼ oz., \$1.60.
 ***CHABAUD'S GIANT IMPROVED STRAIN.** Our trials this summer favored this new reselected type to all others for greater percentage of large fully double flowers and trueness to color.
 ***Cardinal Red** (Sparkler), **Crimson** (Blood Red), ***Deep Rose** (Rose Queen), **Deep Salmon** (Aurora), **Flesh-Pink** (Reine Rose), ***White** (Jeanne Dionis), and **Yellow** (Marie Chabaud). **Formula Mixture** of all colors in this class.
 Each: Tr. pkt., 30c; ¼ oz., 65c; 1 oz., \$2.25.
ENFANT DE NICE. A fine standard strain.
Anrora. Deep salmon rose. Tr. pkts. only, 50c.

Red, Rose, Salmon, White, Formula Mixture

- Each: Tr. pkt., 50c; ⅓ oz., \$1.00; ¼ oz., \$1.75.
 For the hardy **Carnation Grenadin**, see page 44.
 For **Castor Bean**, see *Ricinus* page 39.

CELOSIA

- 28,000 s. Easy to grow, fine for spring pot plants, beds, and borders as well as showy mass effects all characterize Celosia and help to explain the rapid increase in popularity of this showy annual. For outdoor bedding and border work, seed may be so sown direct as soon as warm weather sets in, or sown in pots earlier for transplanting. Recently introduced strains, especially in the dwarf classes, are very uniform in habit.
Spicata. 5 ft. Very narrow upright row. Bright rose flowers that dry well. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.
PLUMOSA. Plumed or feathery type producing spire-like branches mostly from base of plant. The new dwarf varieties are finding wide use both for bedding and as spring pot plants. The taller strains are very showy and may be used for cutting.

- ***Dwarf Fiery Feather** (Pyramidalis). 12 in. Very attractive pyramid formation with fiery red spires. The standard variety. See novelty list for further description.
 ***Dwarf Golden Feather** (Pyramidalis). 15 in. Same as above but slightly taller and golden yellow.
 Each: Tr. pkt., 25c; ⅓ oz., 60c; ½ oz., \$2.00.

- Flame of Fire.** 14 in. A fine dwarf compact strain. More solidly compact than above and some later flowering.
 Tr. pkt., 30c; ¼ oz., \$1.00.
Tall Fiery Red. 4 ft. Brilliant crimson-scarlet. Very colorful for fall borders and for cutting.
 Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.
Tall Golden Plume. Same as above except in color.
 Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

MISCELLANEOUS ANNUALS—Continued



A well grown pot specimen for spring sales of Dwarf Celosia

CELOSIA—Continued

Thompsoni Magnifica. Ours is a fine even strain of this popular variety with a complete color mixture.

Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.25.

CRISTATA. The popular Cockscomb type. After extensive trials the past season we have found reselected strains in the dwarf type that are uniformly large combed and of even dwarf habit. Fine for specimen pot work in spring.

***Dwarf Empress.** 15 in. Crimson combs with deep reddish leaves.

Tr. pkt., 25c; ⅛ oz., 65c.

***Dwarf Golden Yellow.** 15 in. Yellow combs with light green foliage. Tr. pkt., 25c; ⅛ oz., 65c.

***Dwarf Mixture.** 15 in. A choice mixture of all colors in this class with both light and dark foliage.

Tr. pkt., 25c; ⅛ oz., 65c.

Tall Mixture. 40 in. Mixture of all colors in the tall class.

Tr. pkt., 15c; 1 oz., 65c.

CHILDSII. An attractively different type with knobs or ball-like formations on the end of each branch. 80% true.

Crimson Rose Mixture

Each: Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.

CENTAUREA

Suaveolens (Yellow Sweet Sultan). 6700 s. Similar to the Imperialis type but not quite as tall and earlier flowering. 18 in. high, thistle-like flowers, bright yellow. Forces well indoors.

Tr. pkt., 15c; 1 oz., 40c.

CYANUS. (Bachelor Button or Cornflower). 6500 s. Very free flowering; useful either for spring forcing (responds well to electric light treatment) or for June and July flowering outdoors from a fall sowing. We list only the new reselected strains.

***Blue Boy.** The standard market color.

Black Boy. Deep maroon. ***Pinkie.** Attractive rose.

Red Boy. Carmine-rose. **Snow Man.** Pure white.

Formula Mixture of all colors in this class.

Each: Tr. pkt., 15c; 1 oz., 40c; 4 oz., \$1.30; 1 lb., \$4.00.

Jubilee Gem. The new dwarf compact strain for pots and bedding. 12 to 15 in. Deep blue flowers.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

Excess water rots the roots of Cineraria, stunting the growth.

CENTAUREA—Continued

IMPERIALIS. (Sweet Sultan). 7500 s. Thistle-like flowers, larger than the Cyanus type.

Amaranth Red, Brilliant Rose, Deep Lavender, Delicate Lilac, White, Formula Mixture.

Each: Tr. pkt., 15c; 1 oz., 50c.

AMERICANA. 2400 s. Still larger than the Imperialis. Valuable for retail growers but doesn't stand shipping well.

Lilac, the preferred color, **White,** and **Mixture** of the two colors. Tr. pkt., 15c; 1 oz., 50c.

DUSTY MILLERS. The white-leaved kinds for border work.

Candidissima. 7500 s. 6 in. The slow growing kind that must be started early. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

Gymnocarpa. 7300 s. 24 in. Heaviest and most rapid grower of the Dusty Millers. Tr. pkt., 15c; 1 oz., 50c.

For the hardy **Centaurea Montana**, see page 44.

For **Chinese Forget-Me-Not** see Cynoglossum, page 32.

CHRYSANTHEMUM (Annual)

9000 s. A valuable after 'Mum crop. Should be spaced at least 12 x 12 in. Respond especially well to electric light forcing.

Burridgeanum (Carinatum). White with crimson zone and brown eye.

***Northern Star** (Carinatum). White with yellow zone and brown eye.

Eastern Star (Segetum). Pale lemon, golden zone with brown eye.

Evening Star (Segetum). Golden-yellow with yellow eye.

***Eldorado** (Segetum). Golden-yellow with brown eye.

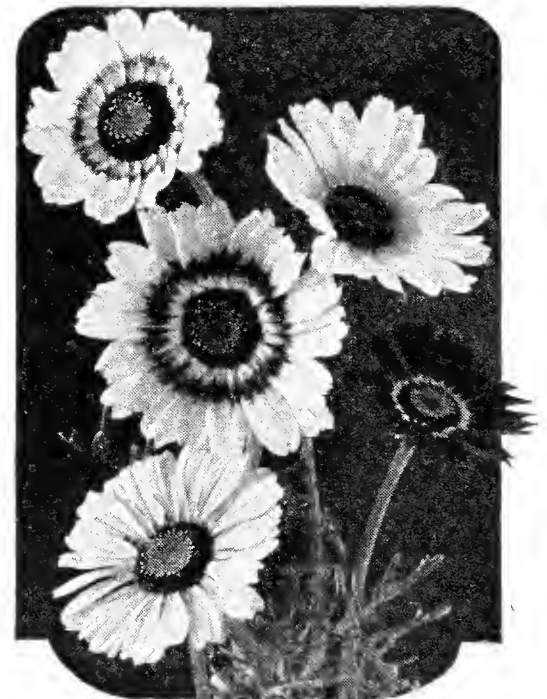
Gloria Alba (Segetum). White with yellow zone and yellow eye.

Morning Star (Segetum). Lemon with yellow zone and yellow eye.

Mixture of all colors in this annual cut flower type.

Each: Tr. pkt., 15c; 1 oz., 25c.

For **Hardy Chrysanthemum**, see page 44.



Chrysanthemum Segetum—a very excellent spring cut-flower item and easily handled.

CINERARIA

A June sowing will make 5 in. pots for Xmas. The following comprises "All the Best" in varieties taken from our extensive annual trials.

BERLIN MARKET. 110,000 s. Medium large flowered; fairly dwarf.

Dark Blue **Dark Crimson**

Each: Tr. pkt., 50c; ¼ oz., \$1.25.

***Weissensee Strain Mixed.**

Tr. pkt., \$1.00; ¼ oz., \$1.60; ½ oz., \$2.75.

HYBRIDA GRANDIFLORA. 110,000 s. Large flowered fairly tall strain for large specimens.

Azurea. Azure blue. **Kermesina.** Crimson.

Sanguinea. Deep velvety crimson.

Tr. pkt., 75c; ¼ oz., \$2.00.

Gigantea. Crimson with white eye.

Tr. pkt., \$1.00; ¼ oz., \$2.25.

MISCELLANEOUS ANNUALS—Continued

CINERARIA—Continued

***Dwarf Mixture.** (Grandiflora Nana). Same type and colors as above but considerably dwarfer habit. Tr. pkt., \$1.00; 1/64 oz., \$1.75.

MULTIFLORA NANA. 150,000 s. Small flowered and very dwarf. Fine for small pots.

Dark Blue **Dark Crimson**

Each: Tr. pkt., 50c; 1/64 oz., \$1.75.

***Gold Centered Mixture.** 600 seeds, 60c; Tr. pkt. (1000 seeds), \$1.00; 1/64 oz., \$2.15.

Mixture of all colors in this class.

Tr. pkt., \$1.00; 1/32 oz., \$2.00.

MISCELLANEOUS STRAINS.

***Cremer's Prize Strain Mixture.** 150,000 s. Medium to small flowers in large wide heads. The standard market strain. Tr. pkt., \$1.50; 1/64 oz., \$2.25; 1/32 oz., \$4.00; 1/16 oz., \$7.50.

***Cremer's & Berlin Market Strains Mixed.** Combines our two biggest selling strains in equal proportion.

Tr. pkt., \$1.00; 1/64 oz., \$1.75.

Eriksson's Private Stock. A Chicago grower's Berlin Market strain. Tr. pkt., \$1.00; 1/64 oz., \$1.75.

***Siter's Rainbow Strain.** Attractive light-eyed strain, dwarf. Tr. pkt., \$2.00.

Stellata Mixture. Small star-shaped flowers; tall growth.

Tr. pkt., 50c; 1/32 oz., \$1.25.

Giant Exhibition Mixture (Howard and Smith strain). Our largest flowered and strongest growing strain. For large exhibition work only.

Tr. pkt., \$1.00; 1/64 oz., \$2.75.

Plenissima Double Mixed. Round, ball-shaped double flowers. Of limited commercial value. Tr. pkt., 50c.

DUSTY MILLER.

***Maritima Diamond.** 10 in. Our finest Dusty Miller Strain. Very white foliage and compact even growth.

Tr. pkt., 15c; 1 oz., 50c.

CLARKIA

ELEGANS DOUBLE. 90,000 s. A popular spring cut flower. Should be sown in January and grown in shallow flats, supported and disbudded to 2 or 3 spikes for long-stemmed flowers. Keep fairly dry after plants are about a foot high and don't feed.

Albatross. The best white. **Apple Blossom.** Light pink.

***Brilliant.** Bright deep rose. Good market color.

***Enchantress.** Pleasing shade of salmon-pink.

La France. Light salmon-pink.

***Orange King.** Excellent fully double orange-scarlet.

***Salmon Queen.** Medium light salmon-pink.

Mixture of all colors in this class.

Each: Tr. pkt., 15c; 1 oz., 65c.

COBAEA

SCANDENS. 375 s. A fine strong growing annual climber.

Purple. The preferred color. Tr. pkt., 15c; 1 oz., 50c.

White. Tr. pkt., 20c; 1 oz., 80c.

COLEUS

HYBRIDA. 110,000 s. Although no evenness in color can be expected from seedling Coleus strains, they are easy and cheap to raise from a January sowing for spring combination work. Their infinite variation makes them attractive for this work as well as a source of choice variations that can be cutting-propagated.

Giant Exhibition Mixture. Our finest large leaved strain from standpoint of great and brilliant color variation.

Tr. pkt., 75c; 1/32 oz., \$1.75.

***Rainbow Mixture.** A very excellent and our most popular strain.

Tr. pkt., 35c; 1/16 oz., \$1.00.

Hybrida Mixture. Tr. pkt., 35c; 1/8 oz., 60c; 1 oz., \$3.50.

CONVOLVULUS (Morning Glory) 1400 s.

Major Mixed. Tall or climbing variety.

Minor Mixed. 12 in. A dwarf, fairly compact grower with very attractive bright blue flowers. Early flowering.

Each: 1 oz., 10c; 1 lb., 85c.

For **Japanese** and other **Morning Glories**, see Ipomoea, page 34.

COSMOS

SENSATION. 5000 s. A most outstanding introduction to this old-fashioned garden flower, making its extra large fine flowers available for greenhouse cutting as well as outdoor growing in even our most northern climates. Fully as early as the Early Express and as large flowered as the late Giant strains.

Pinkie. Pink. **Purity.** White.

Each Tr. pkt., 25c; 1/4 oz., 35c; 1 oz., \$1.00.

Mixture of above varieties.

Tr. pkt., 20c; 1/4 oz., 30c; 1 oz., 80c.

Cardinal (New). A deep red selection from the above. Our trials show it not quite as large as the original Sensation strain but very fine.

Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

EXTRA EARLY EXPRESS. 5000 s. Flowers in 45 days from an outdoor sowing.

Pink **White** **Mixture** of all colors.
Each: Tr. pkt., 15c; 1 oz., 65c.

EARLY SINGLE MAMMOTH FLOWERED. 5000 s. The standard large flowered class.

Crimson **Pink** **White** **Mixture** of all colors.
Each: Tr. pkt., 15c; 1 oz., 35c.

EXTRA EARLY DOUBLE ANEMONE-FLOWERED OR CRESTED. 5000 s. Produces around 60% large crested flowers.

Carnelia, crimson; **Peach Blossom,** pink; **Whirlwind,** white; **Mixture.**

Each: Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

GIANT FLOWERED LADY LENOX. 5000 s. The extra large flowered late blooming class.

Pink **White** **Mixture**
Each: Tr. pkt., 15c; 1 oz., 25c.

HYBRIDA KLONDYKE. 2800 s.

***Orange Flare.** Very early and free flowering and a fine bright orange color. Flowers with the Sensation type.
Tr. pkt., 25c; 1/4 oz., 35c; 1 oz., \$1.00.

Orange. The original extra late flowering orange variety.
Tr. pkt., 15c; 1 oz., 60c.

CUPHEA

Firefly. 7000 s. A very attractive spring pot plant that may be planted out for bedding and border work. Our trials of it the past two seasons from a March sowing reached a height of 12 in. and covered themselves with small bright scarlet flowers thru-out the summer. Of dense compact growth.
Tr. pkt., 50c; 1/8 oz., \$1.00.

There is a practical reason for the increasing interest and numbers of florists' short courses.

MISCELLANEOUS ANNUALS—Continued



When compared with the regular kind the double type will be preferred by most of your customers.

CYCLAMEN

We handle exclusively the famous Binnewies' strain.

	100 Seeds	1000 Seeds	5000 Seeds
No. 1. Dark Blood-Red	\$1.15	\$10.00	\$46.00
No. 2. Bright Red	1.15	10.00	46.00
No. 3. Pure Rose	1.15	10.00	46.00
No. 4. Soft Rose with carmine eye. (Improved Rose of Marienthal).	1.15	10.00	46.00
No. 5. White with carmine eye	1.15	10.00	46.00
No. 6. Pure White	1.15	10.00	46.00
No. 7. Bonfire. Brilliant salmon.	1.70	15.00	69.00
No. 8. Salmon-Scarlet. (America Improved).	2.00	16.00	73.00
No. 9. New Salmon-Rose Improved.	1.50	13.00	59.00
No. 10. Glory of Wandsbek (Perle of Zehlendorf). Dark salmon.	1.50	12.00	55.00
No. 11. Rose of Zehlendorf. Light salmon.	1.50	12.00	55.00
No. 12. Orange Beauty. Orange-vermilion.	1.80	17.00	78.00
No. 14. Morning Red	1.60	13.00	60.00
No. 15. Saffron-Red.	1.40	11.00	50.00
No. 16. Saffron-Red. Silver Edged.	1.70	15.00	69.00
No. 17. Striata. Mixed	1.40	11.00	50.00
No. 18. Mozart. Deep pink.	1.80	17.00	78.00
No. 19. Lavender.	1.15	10.00	46.00
No. 20. New Ruffled. Especially attractive class.	2.00	18.50	86.00
No. 21. Pink Pearl. Salmon-pink.	1.80	17.00	78.00
Cristata. Pure white feathered.	1.60	13.00	60.00
Mixture of above colors.	1.15	10.00	46.00

VOGT'S DOUBLE STRAIN. We handle only Mr. Vogt's seed of this attractive double type.

Cerise Brilliant. Rich cerise-red.

Prosperity. Flaming rich rose.

Admiration. Salmon-rose with shaded eye.

Rosea. Soft rose shading light at tip of petals.

Mixture of above colors.

All above priced at: 100 seeds, \$2.50; 250 seeds, \$5.75; 500 seeds, \$10.75; 1000 seeds, \$20.00.

Cyclamen will always remain a popular pot plant.

CYNOGLOSSUM

AMABILE (Chinese Forget-me-not). 5000 s. 24 in.

***Blue Bird.** An improved strain, more strongly upright in habit than the following. A week to 10 days later flowering.

Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.

Blue. Tr. pkt., 15c; 1 oz., 30c.

Pink. Tr. pkt., 15c; 1 oz., 50c.

Firmament (New). A dwarf (15 in.) selection from the blue strain. Awarded bronze medal in '38 All-American trials for its compact growth, rich blue color, and even habit. See novelty list page 2 for further description.

Tr. pkts. only, 35c.

CYPERUS

Alternifolius. (Umbrella Plant). 60,000 s.

Tr. pkt., 20c; 1 oz., \$1.00.

DAHLIA

2800 s. Seedling strains are enjoying an ever increasing popularity as outdoor bedding stock, especially the dwarf Unwin and Coltness strains. Choice specimens may, of course, be tuber propagated. Flowers first season from an early sowing.

***Unwin's Dwarf Hybrids.** 18 in. We offer this season an especially reselected strain for even dwarf habit and attractive colors of this popular variety. Double and semi-double with a particularly wide range of bright colors.

Tr. pkt., 25c; ¼ oz., 70c; 1 oz., \$2.50.

Lilliput or Pompon Mixture. A good proportion are perfectly formed, fully double pompon-like flowers. 24 in.

Tr. pkt., 50c; ⅛ oz., \$1.00.

Decorative and Cactus Mixed. 30 in. Considerable variation in flower type in the larger flowered class. Particularly choice specimens may be tuber propagated.

Tr. pkt., 50c; ¼ oz., \$1.60.

COLTNESS STRAIN. 18 in. Single. Uniformly dwarf and true to color and quite free flowering.

Yellow **Scarlet Gem**

Each: Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

Mixture of all colors.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

For **Daisies**, see Felicia, page 33 and Agathea, page 28.

For **Perennial Daisies**, see page 45.

DELPHINIUM

CHINENSIS. (Annual or Chinese Delphinium). 20,000 s. Fine for spring forcing indoors from a Sept. sowing or as an early summer outdoor crop from a Jan. sowing.

***Cambridge Blue.** The standard Belladonna blue variety.

Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.25.

Dark Blue **White**

Each: Tr. pkt., 20c; 1 oz., 75c.

Mixture of above. Tr. pkt., 15c; 1 oz., 70c.

For **Perennial Delphinium**, see page 45.

(R) DIANTHUS. 25,000 s.

Annual Sweet William. (D. barbato-sinensis). 12 in. Single Mixed.

Tr. pkt., 15c; 1 oz., 60c.

***SWEET WIVELSFIELD.** 12 in. Because of its large and free flowering habit and brilliant colors, this improved hardy annual strain is probably the most popular of the annual Dianthus. Also makes fine cutting material for the retail grower.

Single Mixed. The original Sweet Wivelsfield. Very free flowering.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

Double Mixed. Nearly all flowers double or semi-double.

Tr. pkt., 35c; ¼ oz., 75c.

MISCELLANEOUS ANNUALS—Continued

DIANTHUS—Continued

HEDDEWIGI. (Double Japanese Pinks). 10 in. Fine for rock garden and border work.

Fireball. Deep scarlet.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

Pink Beauty. Blush-pink.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

***Snowdrift.** Extra large flowered pure white.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

Imperator Mixture of all colors in this double class.

Tr. pkt., 15c; 1 oz., 50c.

***Laciniatus Splendens.** Single. Extra large brilliant crimson flowers with large contrasting white eye.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

For **Hardy Dianthus**, see page 45.

DIDISCUS

Coeruleus. (Blue Lace Flower). 10,000 s. Used extensively for indoor spring forcing as well as outdoors in cool climates.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 80c.

DIMORPHOTHECA

Aurantiaca Hybrids Mixed. 9500 s. 6 to 10 in. A very delightful early flowering annual border or rock garden plant. 2 in. single daisy-like flowers in bright yellow, buff and orange shades.

Tr. pkt., 20c; 1 oz., 75c.

DRACAENA

Indivisa. 1500 s. The narrow-leaved and most popular variety.

Tr. pkt., 15c; 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.00.

Australis. 1000 s. The broader-leaved kind.

Tr. pkt., 20c; 1 oz., 75c.

For **Dusty Miller**, see *Cineraria*, page 30; *Centaurea*, page 30; and *Pyrethrum*, page 49.

*ECHIUM

Blue Bedder. 15 in. From a March 25 sowing, this dwarf annual flowered May 10 in flats before transplanting and covered itself with tiny bell-shaped blue flowers thruout the summer until frost. Buds have distinct pink tinge that adds attractiveness. Makes a dwarf spreading row, 12 in. high by 15 in. wide. Try it.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 80c.

ESCHOLTZIA

Aurantiaca. 15,000 s. 1 ft. The true California Poppy. Rich orange.

Tr. pkt., 15c; 1 oz., 30c.

For **Bush Escholtzia**, see *Hunnemannia*, page 34.

EUPHORBIA

Heterophylla. (Annual Poinsettia or Mexican Fire Plant). 5000 s. 36 in. Makes solid green hedge with small Poinsettia-like formations at tips of branches. Tr. pkt. 15c; 1 oz., 60c.

Variegata. 2500 s. The popular Snow-on-the-Mountain.

Tr. pkt., 15c; 1 oz., 30c.

For the **Hardy Euphorbia Corollata**, see page 46.

*EXACUM

Atrococeruleum. (Affine). An easily grown, neat and attractive pot plant. Richly fragrant violet-blue flowers. Very fine seed.

Tr. pkt., \$1.00; ¼ oz., \$2.25.

FELICIA

Bergeriana. (King Fisher Daisy). The dwarf blue daisy for pot and conservatory work. 6 in.

Tr. pkt., 35c; ¼ oz., \$1.00.

For **Forget-Me-Not**, see *Cynoglossum*, page 32 and *Myosotis*, pages 36 and 48.

For **Four-O’Clocks**, see *Marvel of Peru*, page 36.

Summer pot plants such as Lloydii and Semperflorens Begonias, Exacums, Petunias and Gloxinias sell all summer.

GAILLARDIA

PICTA. 14,000 s. Annual Gaillardia. Fine free flowering brightly colored material for beds or borders.

Lorenziana Mixed. 12 in. Quite attractive and free flowering double strain of orange, yellow, and red and rose shades.

Tr. pkt., 15c; 1 oz., 35c.

***Indian Chief.** 12 to 15 in. An even and very free flowering single strain with solid red flowers. Tr. pkt., 15c; 1 oz., 50c.

For **Perennial Gaillardia**, see page 46.

GERBERA

Jamesoni Hybrids. A long lasting popular and valuable greenhouse forcing crop. Our seed is harvested several times a year from California, enabling us to furnish fresh seed at all times. 100 seeds, 40c; 500 seeds, \$1.75; 1000 seeds, \$3.00.

GILIA

Capitata. (Blue Thimble Flower). 100,000 s. 24 in. Ball-shaped blue flowers. Attractive feathered foliage.

Tr. pkt., 15c; 1 oz., 25c.

GLOXINIA

From a Jan. sowing, good sized flowering specimens are obtained by midsummer. Very fine seed and must be constantly watched for even moisture during germination. While growing give plenty of moisture and protection from the direct sun.

***Crimson Glow.** Very free flowering medium sized rich velvety crimson. Tr. pkt., \$1.00; ¼ oz., \$1.60.

Defiance. Rich glowing scarlet.

Tr. pkt., \$1.00; ¼ oz., \$1.60.

Emperor William. (*Crassifolia erecta*). Dark violet-bordered white. Tr. pkt., \$1.00; ¼ oz., \$1.60.

***Frederick Benary.** (*Gigantea*). Extra bright white-throated scarlet. Tr. pkt., \$1.00; ¼ oz., \$2.25.

***Tigered and Spotted Mixture.** Attractively variegated colors. Tr. pkt., \$1.00; ¼ oz., \$1.60.

Benary’s Giant Mixture. (*Gigantea*). Fine mixture of large flowered, richly colored types.

Tr. pkt., \$1.00; ¼ oz., \$1.50.

GODETIA

95,000 s. Require shallow soil for greenhouse use. Culture about like *Clarkia*.

***The Bride.** Bright combination of white and crimson. 24 in. Tr. pkt., 15c; 1 oz., 50c.

Sweetheart. Double Poppy-like flower; clear pink. 18 in.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.

***Sybil Sherwood.** Bright salmon-pink edged white. 18 in.

Tr. pkt., 15c; 1 oz., 80c.

Thunderbolt. Deep crimson. Dwarf. 12 in.

Tr. pkt., 15c; 1 oz., 75c.

Duchess of Albany. Pure satiny white. Large flowered. 18 in.

Tr. pkt., 15c; 1 oz., 60c.

Wild Rose. Dwarf single. Pleasing shade of medium deep pink. Nice as a pot plant or for border work.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.

Tall Double Mixture. Long-stemmed mixture for cutting.

Tr. pkt., 15c; 1 oz., 50c.

GOMPHRENA (Globe Amaranth)

5500 s. An attractive everlasting garden flower with some value for cutting.

Aurea Superba. Large flowered orange. Needs support for straight stemmed cut flowers. Tr. pkt., 15c; 1 oz., 40c.

GLOBOSA. Round, ball-shaped flowers.

Rose. 30 in. Light rose-pink.

Rubra. 30 in. Bluish purple. A very bright deep shade.

White. 30 in. A slightly grayish shade.

Mixture of above colors.

Each: Tr. pkt., 15c; 1 oz., 25c.

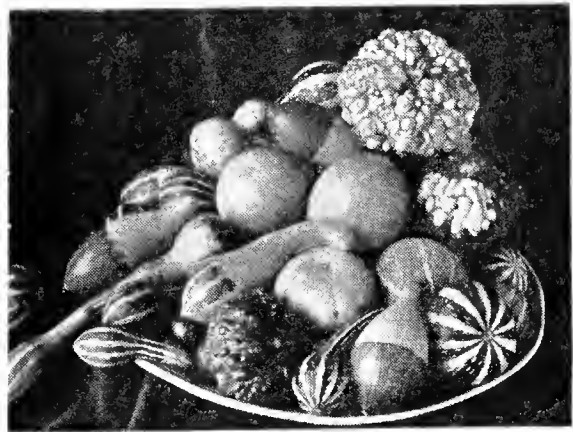
Nana Compacta Rubra. 8 in. Dwarf strain of Rubra. Very neat compact edging plant. Tr. pkt., 15c; 1 oz., 50c.

MISCELLANEOUS ANNUALS—Continued

GOURD

ORNAMENTAL. Easily grown; when properly dried and varnished, last indefinitely. We'll be glad to send you a circular written by Louis La Montagne of Woburn, Mass. outlining his practical method of growing the fine exhibition Gourds for which he is famous. Ask for it when you order.

***La Montagne Strain.** 475 s. The finest selected strain of mixed



Ornamental Gourds—all types mixed

Gourds we have tried. We handle only the originator's seed.

Tr. pkt., 35c; ¼ oz., 50c; 1 oz., \$1.50.

LARGE VARIETIES 135 s.

Calabash. (Pipe or Powder Horn Gourd). Light green. 10. in. long and tapering to bottom.

Bipper. Light green, slightly

mottled white. 18 to 24 in. long and very slender.

Sugar Trough or Corsican Gourd. Light green, turning to white. 4 in. high by 6 to 8 in. wide.

Each: Tr. pkt., 10c; 1 oz., 25c.

SMALL VARIETIES. 450 s.

Small Bottle. Greenish white, about the shape of a small bottle. 2 to 4 in. high and 1 to 2 in. thru.

Orange. About color and shape of an orange. 2 in. in diameter.

Pear. Striped alternately with green and yellow bands with some white markings. About 2 in. high and 1 in. thru.

Spoon. More or less spoon-shaped. Orange and white striped. 4 to 6 in. long by 1 in. wide.

Warted Types Mixed. Not over 4 in. in diameter. A novel and attractive mixture. Each: Tr. pkt., 10c; 1 oz., 30c.

GREVILLEA

Robusta. (Australian Silk Oak). 3000 s. Seed sown in early spring and grown in 60 deg. house will make nice 5 in. pot specimens by fall. Give bottom heat and a well drained soil. Valuable for combinations. Because it holds its foliage well, is being used with Poinsettias instead of Asparagus. Tr. pkt., 20c; 1 oz., 75c.

GYPSOPHILA

ELEGANS. (Baby's Breath). 24,000 s. We offer with confidence the following strains as the most uniform available. Altho the larger flowered varieties are attractive and fine, the smaller flowered ones outlast them for bouquet work.

***Covent Garden Market.** Large and full petaled flowers. About 75% are 6 to 8 petaled. Very excellent stock. 1 oz., 20c; 4 ozs., 50c; 1 lb., \$1.60; 5 lbs. \$6.50.

London Market. The largest flowered and longest-stemmed variety. 1 oz., 25c; 4 ozs., 60c; 1 lb., \$1.75; 5 lbs., \$7.00.

Paris Market. The original medium sized Baby's Breath variety. Fine long-lasting cut flower material. 1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.00; 5 lbs., \$4.50.

Carminca. Same as Paris Market except a bright carmine-pink. Tr. pkt., 15c; 1 oz., 25c; 4 ozs., 75c.

Crimson. Same as above but a earmine-crimson. Tr. pkt., 15c; 1 oz., 25c; 4 ozs., 75c.

***Muralis.** A very neat densely rounded bush, 4 to 6 in. high and covered with tiny pink flowers. A sowing direct in May or early June flowers late Aug. Very compact border plant. Tr. pkt., 15c; 1 oz., 40c.

For **Hardy Gypsophila**, see page 46.

HELIANTHUS (Sunflower)

Dwarf Chrysanthemum-Flowered. 650 s. 40 in. Good proportion fully double yellow Sunflowers. Tr. pkt., 10c; 1 oz., 25c.

Russian. 8500 s. Large single Sunflower. 1 oz., 10c; 1 lb., 50c.

HELICHRYSUM

MONSTROSUM. 36,000 s. The popular double Strawflower.

Canary-Yellow, Crimson, Fireball, Golden Globe, Rose-Carmine, Rose Queen, Salmon, Scarlet, White, and Formula Mixture.

Each: Tr. pkt., 15c; 1 oz., 50c.

HELIOTROPE

***Dwarf Regale Mixture.** 15 in. A fine even clear colored strain with extra large flower heads. This strain retains the rich odor of the cutting propagated stock.

Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.

Lemoine's Giant Mixture. 5300 s. 24 to 30 in.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

HOLLYHOCK (Annual)

Indian Spring. (New annual strain). 4 to 5 ft. Awarded Silver Medal by All-American trials, whose judges in all parts of the country reported "actually blooms in five months from seed with secondary blooms developing on side shoots after main flowering stem is cut away." Described by the originator as semi-double flowers 5 in. across with a color range from pale pink to crimson-rose. If you have use for this unusual novelty, better become acquainted with it. See novelty list page 2 for further description. Tr. pkt., 50c; ¼ oz., \$2.35; 1 oz., \$8.00.

For **Perennial Hollyhock**, see page 47.

HUNNEMANNIA

FUMARIAEFOLIA. 8000 s. (Bush Escholtzia).

***Sunlite.** Brilliant canary-yellow, semi-double.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

Single Yellow. Tr. pkt., 15c; 1 oz., 50c.

For **Iberis**, see page 47 and Candytuft on page 29.

IMPATIENS

Very free flowering habit, colorful for bedding in shady locations, together with the dwarf compact habit of the two new strains listed below, have combined to bring this old-fashioned plant back into considerable popularity. See novelty list page 3 for further description.

***Dwarf Sultani Bright Carmine.** 70,000 s. 4 in. pot specimens of this dwarf type reach a height of about 6 in. and flower very profusely. A dwarf form of this familiar variety. Tr. pkt., 50c; ½ oz., \$1.15.

***Dwarf Sultani Mixture.** 70,000 s. 6 to 8 in. A bright mixture of colors in this dwarf class. Tr. pkt., 50c; ½ oz., \$1.00.

Sultani. 20,000 s. Bright rose. 18 in.

Tr. pkt., 50c; ½ oz., \$1.00.

Holsti Liegnitzia. Vermilion-red. Quite free flowering.

Tr. pkt., 50c.

Holsti Hybrids. Mixture. 55,000 s.

Tr. pkt., 50c; ½ oz., \$1.00.

Oliveri. Rosy lilac. 24 in. Tr. pkt., 75c.

IPOMOEA. (Moonflower or Morning Glory)

With the introduction of the popular Heavenly Blue, the attractive Japanese types, and the new Scarlett O'Hara, this old-fashioned climber is coming rapidly back into favor.

***Heavenly Blue.** 400 s. Clark's Mammoth Early Free Flowering Strain. Used considerably lately in 3 and 4 in. pots for spring sales. Forces into full flower in this size pot from an early March sowing in a 60 deg. temperature. Must be supported on a stake. For outdoors should be planted in a poor soil. See novelty list page 3 for further description.

Tr. pkt., 20c; 1 oz., 65c; 4 ozs., \$1.75.

Getting soil too dry or keeping too wet frequently explains why seed won't grow.

MISCELLANEOUS ANNUALS—Continued

IPOMOEA—Continued

Scarlett O'Hara. 650 s. Received a Gold Medal, the highest All-American trials award, in '37. Brilliant carmine flower. Quite free flowering and stays open considerably during the day but not so early flowering as Heavenly Blue. Should make fine brilliantly colored pot specimens.

Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.25.

Imperial Japanese Morning Glory. Extra large fringed flowers in bright shades of rose, pink, and cerise; good climbing habit. Tr. pkt., 15c; 1 oz., 50c.

Rose Marie. 1100 s. Double deep rose. Quite free and early flowering.

Tr. pkt., 20c; 1 oz., 75c.

Quamoelit (Cardinal Climber). 9500 s. Brilliant red flowers freely produced. An attractive annual climber. Plants must be planted close for wall coverage. Tr. pkt., 15c; 1 oz., 60c.

NOCTIFLORA. 110 s. Large flowered white.

Black-seeded, White-Seeded.

Each: Tr. pkt., 15c; 1 oz., 30c.

For other **Morning Glory**, see *Convolvulus*, page 31.

*KALANCHOE

Globulifera Coccinea. Popular winter and spring flowering pot plant. Most profitable when flowered for Xmas; sow in Jan. or Feb., carry along in a light soil in a temperature of 55 to 60 deg. and cover with black cloth same as with Mums from 5 P.M. to 7 A.M. from Aug. 15 to Sept. 15. Very fine seed.

Tr. pkt., 60c; 3 tr. pkts., \$1.35.

KOCHIA (Summer Cypress) 45,000 s.

Childsii. 24 in. This variety stays a clean fresh green thruout the entire season. Very attractive dense bushes.

Tr. pkt., 10c; 1 oz., 20c.

Trichophylla. Turns red in Fall. Not quite so tall or symmetrical as above.

Tr. pkt., 10c; 1 oz., 20c.

LANTANA 1300 s.

Dwarf Hybrids Mixed. 12 in. Must be sown early and with bottom heat. Tr. pkt., 15c; 1 oz., 60c.



Lisianthus Russelianus. An attractive new spring pot and outdoor bedding plant. Deep lavender tulip-like flower produced very freely.

*LAVATERA

Loveliness.

(Splendens).

Very attractive

early flowering

annual.

Flowered mid-

June from end

of March sowing.

12 to 15 in.

high with 2 in.

single Holly-

hock-like flowers

of a deep

salmon-rose.

Tr. pkt., 15c; 1

oz., 50c.

LEPTOSYNE

Maritima. 18 to

24 in. Large

Marguerite- yel-

low flowers.

Tr. pkt., 15c; 1

oz., 75c.

Stillmanii. 25,000

s. 18 in. Nice

golden yellow

for cutting.

Flowers 6 to 8

weeks from

seed.

Tr. pkt., 15c; 1

oz., 75c.

LINARIA

MAROCANNA. (Miniature Snapdragon).

Fairy Bouquet. 600,000 s. 10 in. Flowers very early and freely. Bright mixture of colors.

Tr. pkt., 20c; ¼ oz., 45c; 1 oz., \$1.25.

LISIANTHUS (see photo)

Russelianus. From an April 7 sowing our outdoor planting of this attractive new plant flowered freely from mid-Aug. to frost. Violet-blue tulip-like flowers on plants 10 to 12 in. high with an upright habit. Compact, free flowering habit should suit it well to spring pot plant work. Tr. pkt., 75c.

LOBELIA

700,000 s. Where protection from direct sun can be given them and in not too hot climates, Lobelia are unsurpassed for bright blue, mauve, and white edging, hanging and trailing work. All varieties come quite true.

COMPACTA. 6 in. Of dwarf compact habit.

***Blue Gown.**

Standard free

flowering deep

blue. Very fine.

Tr. pkt., 25c; ¼

oz., 75c; 1 oz.,

\$2.75.

Blue Stone. Deep

blue, nearly same

as above.

Tr. pkt., 25c; ¼

oz., 75c.

Cambridge Blue.

Very dwarf, re-

stricted light blue.

Tr. pkt., 35c; ¼

oz., 85c; 1 oz.,

\$3.00.

***Crystal Palace.** Very dwarf deep blue with dark green foliage.

A fine standard variety. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Emperor William. Deep blue with light green foliage.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.60.

***Mrs. Clibran Imp.** Deep blue with contrasting white eye and

light foliage. Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$3.00.

Mauve Queen. Attractive light lilac. Even compact growth.

Tr. pkt., 35c; ¼ oz., \$1.00.

***Opal.** Altho slightly stronger growing than other compact varie-

ties, Opal is much freer flowering. Light blue with contrasting

white eye. Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.00.

White Lady. Clean glistening white. Tr. pkt., 35c; ¼ oz., 75c.

Mixture of all colors in the compacta class.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

PENDULA. Of trailing or pendulous habit.

***Hamburgia.** Deep blue with dark green foliage.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

Sapphire. Deep blue with white eye. Light green foliage.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Angelina. White with light green foliage.

Tr. pkt., 35c; ¼ oz., 75c.

For **Perennial Lobelia**, see page 47.

LUPINE

A good spring crop of the annual type can be flowered in 3 in. pots from a Jan. sowing spaced close so as to flower one spike to a plant. We prefer the Giant Kings.

Luteus Romulus. 300 s. Dwarf richly fragrant yellow. 15 in.

Tr. pkt., 15c; 1 oz., 45c.

Sulphureus Superbus. 600 s. 24 to 30 in. Yellow for cutting.

Tr. pkt., 15c; 1 oz., 45c.

A disorderly, unsuccessful greenhouse business is a liability to our industry. Get busy.

MISCELLANEOUS ANNUALS—Continued



Seed of all sown the same day, shows the value of Ball's Early for cutting or pot plants.

LUPINE—Continued

***GIANT KING.** 1300 s. Some longer stemmed and earlier flowering than the regular Hartwegis.

***Oxford Blue.** Standard rich deep blue. **Sky Blue.**

Heliotrope. A pleasing rosy purple shade. **White.**

Mixture of above colors.

Each: Tr. pkt., 20c; 1 oz., 50c; 4 ozs., \$1.35.

HARTWEGI. 1400 s. The standard cut flower strain.

Dark Blue, Roseus, Sky Blue, White, Mixture.

Each: Tr. pkt., 15c; 1 oz., 35c; 4 ozs., \$1.00.

For **Perennial Lupine** *Polyphyllus*, see page 47.

MARVEL OF PERU (*Mirabilis Jalapa*)

325 s. Ours is a dwarf strain—12 to 15 in.—of this old-fashioned “Four O’Clock.” Bright and varied color mixture.

Tr. pkt., 15c; 1 oz., 25c.

MAURANDIA

Barclayana. Fairly strong growing annual climber. Blue *Torenia*-like flowers. Tr. pkt., 25c; 1/8 oz., 50c.

MIGNONETTE

27,000 s. May be sown in January for spring cutting, altho a fall sowing is better.

***Ball Strain.** Considerably whiter and 2 to 3 weeks earlier than New York Market.

1/2 Tr. pkt., 60c; Tr. pkt., \$1.00; 1/4 oz., \$1.75; 1 oz., \$6.00.

New York Market. A standard cut flower strain.

Tr. pkt., 75c; 1/4 oz., \$1.50.

Machet. For summer bedding.

Golden Goliath, Goliath Red.

Each: Tr. pkt., 15c; 1 oz., 75c.

MIMOSA

Pudica. (Sensitive Plant). 4500 s.

Tr. pkt., 15c; 1 oz., 35c.

MIMULUS

Tigrinus. (Monkey Flower). Attractively tigered and spotted flowers. Nice as spring pot plants or for bedding in cool climates. Tr. pkt., 20c; 1/4 oz., 60c.

For **Moonflower**, see *Ipomoea*, page 34.

For **Morning Glory**, see *Convolvulus*, page 31 or *Ipomoea*, page 34.

MUSA

Ensete. Ornamental tropical Banana. 100 seeds, \$2.25.

MYOSOTIS (Forget-me-not)

44,000 s. The two strains listed flower considerably earlier from a midwinter sowing than others listed in the perennial list.

Through cooperative advertising you will get the most for your money.

MYOSOTIS—Continued

Ball's Early. Primarily intended as a fall sown winter flowering cut flower. Makes nice early flowering plants from a midwinter sowing. See novelty list page 3 for further description.

Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$2.85.

Ruth Fischer. Clear light blue. Of extra compact and dwarf growth. Excellent for an early spring pot plant.

Tr. pkt., 35c; 1/16 oz., \$1.00.

For other **Myosotis**, see page 48.

NAEGELIA

Used by several large pot plant growers with considerable success the past season from a Jan. and Feb. sowing for late fall and Christmas flowering. Large attractively colored *Begonia*-like leaves with many small tubular flowers in bright scarlet and cerise shades. 8 to 12 in.

Tr. pkt., \$1.00.

NASTURTIIUM

Brilliant colors, free flowering habit, and good stems are reasons why the Double Sweet Scented class has been so generally accepted by the home gardener as well as the florist who shouldn't be without them in the spring for combination work, window boxes, as well as cutting.

DOUBLE GLEAM TYPE. 175 s. Of trailing or climbing habit for cutting, trailing, and window box work.

***Golden Gleam.** The original Gleam *Nasturtium*; golden yellow.

1 oz., 15c; 4 ozs., 35c; 1 lb., \$1.00.

***Scarlet Gleam.** Same as above but a brilliant scarlet.

1 oz., 15c; 4 ozs., 35c; 1 lb., \$1.00.

Moon Gleam. Light golden cream.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

Salmon Gleam. Delicate golden-salmon.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

Fire Gleam. Fiery scarlet.

1 oz., 15c; 4 ozs., 35c; 1 lb., \$1.00.

Orange Gleam. Deep glowing orange.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

***Gleam Hybrids.** A brilliant mixture of all double varieties.

1 oz., 15c; 4 ozs., 35c; 1 lb., \$1.00.

DWARF DOUBLE TYPE. 175 s. Fully as double and large as the Gleam type, the following varieties are of a very attractive dwarf compact, rounded growth. 12 to 15 in. high.

***Golden Globe.** Same color as Golden Gleam.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

Scarlet Gem. Brilliant scarlet.

1 oz., 20c; 4 ozs., 65c.

Mixture of all colors in this dwarf class.

1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.25.

SINGLE VARIETIES. 225 s.

Empress of India. Deep scarlet with dark foliage. Dwarf.

1 oz., 10c; 4 ozs., 30c; 1 lb., \$1.00.

Dwarf Mixture of all colors in the dwarf class.

1 oz., 10c; 4 ozs., 30c; 1 lb., 90c.

California Giant Single Mixture of colors in the tall, trailing class 1 oz., 10c; 1 lb., 75c.

NEMESIA *Strumosa* Suttoni. 90,000 s.

GRANDIFLORA. Large flowered and long-stemmed. 14 to 16 in.

Fine for spring cutting and combination work. Varieties come quite true and are used for greenhouse forcing.

***Blue.** A standard color. **Cherry Red.**

***Orange.** A bright orange. **Rose, Scarlet.**

Each: Tr. pkt., 25c; 1/4 oz., 60c.

White. Tr. pkt., 25c; 1/4 oz., 80c.

Mixture of all colors in this tall class.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

NANA COMPACTA. Of more dwarf habit, 6 to 8 in. Branches freely from the base, making attractive rounded specimens. Excellent for pots and short combination work.

Aurora. Attractive carmine-crimson with white.

***Blue Gem Imp.** The outstanding variety for color and habit.

Fire King. Scarlet.

MISCELLANEOUS ANNUALS—Continued

NEMESIA—Continued

Orange Prince. A rich bright color.

White Queen. Large flowered pure white.

***Triumph Mixed.** A very attractive dwarf mixture with a wide range of well balanced colors.

Each: Tr. pkt., 25c; ¼ oz., 60c.

NICOTIANA (Tobacco Plant)

190,000 s. Sweet Scented.

***Suaveolens.** 18 in. A small flowered, dwarf compact grower.

Tr. pkt., 35c; ¼ oz., 75c.

AFFINIS.

White. 36 in. Tall and large flowered.

Tr. pkt., 15c; 1 oz., 30c.

***Crimson Bedder.** 15 in. Makes a very compact growth and very free flowering. Deep crimson red.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Hybrids Mixture. A hybrid mixture of many shades in the tall, large flowered type. Tr. pkt., 15c; 1 oz., 40c.

NIEREMBERGIA

Hippomanica. 180,000 s. Quite an outstanding addition to the dwarf spring pot and bedding plant list. Our two year's experience have shown it very free flowering either in the open or under slight shade. 5 to 6 in. tall and of nicely rounded dense growth. Color light blue deepening to lilac in slight shade. See novelty list page 3 for further description. Tr. pkt., 50c; ½ oz., \$1.50.

NIGELLA (Damascena Double) 11,000 s.

Miss Jekyll. (Love-in-a-Mist). Cornflower-blue.

Mixture contains shades of light and dark blue and white.

Each: 1 oz., 15c.

For **Ornamental Grass**, see Pennisetum, page 38.

For **Ornamental Pepper**, see Solanum, page 40.

PANSY 25,000 s.

A Jan. sowing of both Pansies and Violas will make nice small flowering plants to sell out of flats or pots in late spring and early summer. For larger plants a fall sowing is advisable. We have complete supplies of new seed on all the following.

***Ball Giant Mixture.** Our extensive annual trials of “All the



The visitors shown above are inspecting our extensive annual Pansy trials. All fine strains available are lined up here for comparison.

Our Pansy trials clearly show our Ball Giant Mixture the best all-round strain.



Our trial ground line of this past summer was continuously in flower at height of 4-6 in.

Best” in Pansy strains the world over convince us that this is the finest “All purpose” strain available. Giant flowers with an exceptionally rich mixture of the newer bronzy reds with blues and yellows in proportion. Fairly compact growth. Tr. pkt., 40c; ½ oz., \$3.00; 1 oz., \$5.50; 4 ozs., \$20.00.

***Ball Giant Mixture Dwarf.** Identical to above but with a distinctly dwarfer and more compact habit. Tr. pkt., 50c; ¼ oz., \$2.00; ½ oz., \$3.50; 1 oz., \$6.00; 4 ozs., \$21.00.

***Engelmann's Giant Mixture.** A fine mixture of real giants. Nice compact habit. Originator's seed.

Tr. pkt., 50c; ¼ oz., \$2.50; ½ oz., \$4.50; 1 oz., \$8.00.

Engelmann's Special. Dwarf, compact 5-blotched strain.

Tr. pkt., 50c; ¼ oz., \$2.50; ½ oz., \$4.50; 1 oz., \$8.00.

Maple Leaf Giants. Well known giant strain. Of strong heavy growth but lacking choice colors of strains featured above. Tr. pkt., 50c; ¼ oz., \$2.00; ½ oz., \$3.50; 1 oz., \$6.50.

Steele's Jumbo Mixture. Our supply of seed of this famous American strain comes direct from the originator.

Tr. pkt., 75c; ⅛ oz., \$1.75; ¼ oz., \$3.25; ½ oz., \$6.25; 1 oz., \$12.00.

Roggi Giant Mixture. A fine strain with mixture predominating in rich red and bronze shades.

Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$2.50; 1 oz., \$4.50.

Improved Swiss Giants. Fine all purpose bedding strain.

Tr. pkt., 50c; ¼ oz., \$1.75; ½ oz., \$3.25; 1 oz., \$6.00.

Orchid Flowered. (New). Our trials show this an attractively frilled petaled strain with many original pastel shades of orchid, mauve, primrose, and apricot. Tr. pkt., 75c; ⅛ oz., \$1.75.

Donovan's Strain. A fairly large flowered attractively colored mixture much used for bedding purposes.

Tr. pkt., 50c; ¼ oz., \$1.40; 1 oz., \$5.00.

Don Pansy. (Ball Strain). An extra long-stemmed, upright growing strain particularly suited to greenhouse midwinter forcing from a July sowing. Our strain is reslected for more attractive colors and larger flowers.

½ tr. pkt., \$1.00; Liberal tr. pkt., \$2.00.

SWISS GIANTS in separate colors.

***Coronation Gold.** (New). Best extra dwarf large flowered golden yellow variety we know of.

Tr. pkt., \$1.00; ⅛ oz., \$1.50; ¼ oz., \$2.75.

Fire Beacon. Unusual shade of bright wallflower-red.

Tr. pkt., 50c; ¼ oz., \$2.25; 1 oz., \$8.00.

Alpenglow. Rich garnet-red.

Tr. pkt., 50c; ¼ oz., \$1.75; 1 oz., \$6.00.

Rheingold. Large yellow with brown blotch in center.

Tr. pkt., 50c; ¼ oz., \$1.75; ½ oz., \$3.25; 1 oz., \$6.00.

***Lake of Thun.** Rich fairly deep blue with dark center. Fine. Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$2.75; 1 oz., \$5.00.

MISCELLANEOUS ANNUALS—Continued

PANSY—Continued

Mont Blanc. The finest dwarf pure white.

Tr. pkt., 50c; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1 oz., \$7.00.

SMALL FLOWERED bedding strains. Quite free flowering and true.

Golden Queen. Clear yellow with some marking.

Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

Lord Beaconsfield. Standard bedding blue with lighter edges.

Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

Snow Queen. Clear paper white.

Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

For **Papaver**, see Poppy this page and page 48.

*PENNISETUM (Ornamental Grass)

Rueppellianum. (Purple Feather Grass). 36 in. Very attractive ornamental grass producing long graceful purplish-brown heads.

Longistylum. 18 in. Producing shorter broader heads.

Each: Tr. pkt., 15c; 1 oz., 60c.

PENTSTEMON (Beard Tongue) 55,000 s.

Southgate Gem. Glowing scarlet. Tr. pkt., 35c; 1/4 oz., \$1.35.

GLOXINOIDES.

Rose Shades. Tr. pkt., 35c; 1/4 oz., \$1.00.

Sensation Mixture. Tr. pkt., 35c; 1/4 oz., 80c.

For **Ornamental Pepper**, see Solanum, page 40.

PHLOX Drummondii. (Annual)

14,000 s. For ease of culture, brilliant, positive colors and strains that come true, annual Phlox Drummondii can't be beaten. We regularly sow our Phlox trials here at West Chicago right out in the field about the end of May, and they are a riot of color in early August. Certainly this can be said of few outdoor bedding plants that stand our hot midsummer conditions! The Grandifloras have some value for cutting too. Phlox don't stand transplanting well when their roots have to be disturbed which means sowing in April in pots for earlier outdoor flowering.



Phlox should be sown direct in our latitude for best results outdoors.

GRANDIFLORA. 15 to 18 in. Fine free

flowering bedding and border material. Also fine cutting material.

***Alba.** Pure white. **Atropurpurea.** Deep purple.

Carnea. Blush-pink.

***Chamois Rose.** A nice soft pastel chamois with deep center.

***Cinnabar.** Brick-red with dark eye.

Coccinea. Fiery red. **Isabellina.** Creamy yellow.

Leopoldii. Fairly deep rose with white center and dark eye.

Lilac with white eye. A pleasing shade.

***Rosea.** Medium rose-pink with dark center.

Stellata Splendens. Brilliant scarlet with white eye.

Vermilion. Violet.

Cuspidata Mixture (Star of Quedlinburg). A bright mixture in this novel star-shaped type.

Special Mixture of all colors in this tall class.

Each: Tr. pkt., 20c; 1/4 oz., 30c; 1 oz., \$1.00.

GIGANTEA. A comparatively new type in tall Phlox. Flowers 50% larger than other types. Strong growing and free flowering.

Salmon Glory. (New). Rich soft salmon-rose with creamy white eye. Awarded Silver Medal in All-American trials past season.

Tr. pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.25.

Art Shades Mixture. Large flowered mixture of pastel shades with white eyes.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.50.

A trim, nicely landscaped florist's grounds sets an inspiring example and advertises most effectively.

PHLOX—Continued

NANA COMPACTA. 6 to 8 in. Of dwarf compact growth, fine for low bedding and border work.

Apricot. Deep apricot-cream shade.

Atropurpurea. Deep purple.

Chamois. Soft pastel shade with deep center.

Defiance. A cinnabar shade of salmon-scarlet.

***Fireball.** Really fiery crimson.

Isabellina. Creamy yellow.

***Mirabilis.** Attractive bright salmon-rose.

Sky Blue with white eye.

***Snowball.** Good clear white. **Violet.**

***Cecily Mixed.** A very popular semi-dwarf mixture. Very even.

Each: Tr. pkt., 30c; 1/4 oz., 65c; 1 oz., \$2.30.

Mixture of all colors in this dwarf class.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

For **Perennial Phlox** Decussata, see page 48.

For **Pinks**, see Dianthus, pages 32 and 45.

POPPY

Peony-Flowered Mixture. Double. 3 ft.

Annual Single Mixture.

Each: Tr. pkt., 10c; 1 oz., 20c.

ICELAND (P. Nudicaule). 150,000 s. The standard type for greenhouse spring forcing. Sow either direct or in pots and transplant. Best cut flower strains starred (*).

***The Emperor.** Brilliant orange. Improves El Monte in flower size and long, stiff stems.

***The Empress.** Same as above but in salmon-rose shades.

***Yellow Wonder.** (Amurense). Large buttercup-yellow.

Each: Tr. pkt., 25c; 1/4 oz., 75c.

El Monte. Standard tangerine-orange.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

***Sandford's Giants.** A fine standard Hybrid strain for greenhouse forcing. Brilliant color mixture.

Tr. pkt., 25c; 1/4 oz., 55c; 1 oz., \$2.00.

***Giant Coonara.** (Unwin's). (New). Extra large flowers on long stiff stems. Bright mixture of delicate Poppy shades.

Tr. pkt., 50c; 1/4 oz., \$1.35.

Fakenham Hybrids. Fine large flowered strain.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

Cartref Strain. Mixture of pastel shades with picoteed edges.

Tr. pkt., 25c; 1/4 oz., 65c.

SHIRLEY (P. Rhoeas). 70,000 s.

***American Legion.** Single orange-scarlet.

Tr. pkt., 15c; 1 oz., 35c.

Sweet Briar. (Double Begonia-flowered). Very nice deep rose-pink.

Tr. pkt., 15c; 1 oz., 60c.

Formula Mixture of all colors in the Shirley class.

Tr. pkt., 15c; 1 oz., 50c.

For **Oriental Poppies**, see perennial list page 48.

PORTULACA

280,000 s. Very excellent easily grown outdoor bedding plant. Will flower 30 to 45 days from sowing in late spring or early summer. The separate color strains come very true.

Single Mixture. Tr. pkt., 15c; 1 oz., 40c.

***DOUBLE TYPE.** Our double strains produce 85-90% true double flowers and are quite even.

Red, White, Yellow.

Each: Tr. pkt., 25c; 1/4 oz., 70c; 1 oz., \$2.35.

Mixture. Special mixture of all brilliant Portulaca colors.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

QUEEN ANNE'S LACE FLOWER

24 in. Large heads of white flowers in umbels, similar to Didiscus. Nice filler for basket work. May be dried and dyed. Tr. pkt., 20c; 1 oz., 75c.

RHODANTHE

13,000 s. 12 in. Semi-double everlasting flowers.

***Atrosanguinea.** Deep bright carmine.

Tr. pkt., 25c; 1/4 oz., 65c; 1 oz., \$2.15.

Maculata Rose. Dark centered. Tr. pkt., 15c; 1 oz., 40c.

MISCELLANEOUS ANNUALS—Continued



The new *Salvia Blaze of Fire*. Notice the ideal dwarf pot plant habit. Our earliest flowering variety.

RICINUS (Castor Bean)

Very fast growing, tall, large leaved plants. Good for tall hedges and windbreaks.

Borboniensis Arboreus. 55 s. 10 ft. Reddish stems and veins. Small feathery white flowers in bunches.
1 oz., 15c; 4 ozs., 50c; 1 lb., \$1.50.

Crimson Spire. 8 ft. Crimson stems and foliage. White flower bunches and red fruit. Tr. pkt., 15c; 1 oz., 35c.

Zanzibariensis Enornis. 25 s. 10 ft. Foliage all green.
1 oz., 20c; 4 ozs., 60c; 1 lb., \$2.25.

RUDBECKIA

85,000 s. Fine outdoor cutting material. Very free flowering in bright yellow, orange, and brown shades. Stands hot dry locations very well.

***Hirta Autumn Tints** (Herbswald). Fine long-stemmed strain for cutting. Shades from clear yellow thru variegated types to brown.
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

My Joy. Large single brilliant orange-yellow with dark centers. Fine cutting variety.
Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

***Dwarf Sun** (New). A compact growing strain, 15 in., with early large single yellow flowers with dark eyes. Very early and free flowering. Our trial was in full flower past summer July 20 from April 7 sowing. Very colorful border or bedding plant.
Tr. pkt., 50c; ¼ oz., \$1.25.

Kelvedon Star. Fine long-stemmed cutting strain. Yellow, orange, and mahogany shades with dark centers.
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For the **Hardy Rudbeckia Purpurea**, see page 49.

SAINTPAULIA

Ionantha (African Violet). Special care is required to germinate the extra fine seed. Tr. pkt., \$1.00.

And keep this ever in mind, “Business goes where it is best cared for.”

page thirty-nine

SALPIGLOSSIS

125,000 s. Besides an attractive garden flower, *Salpiglossis* furnishes the retail grower with good cutting material either from a Feb. sowing indoors or a later one grown outdoors. If plants must be transplanted, the seed should be sown in pots. The advent of the new dwarf strains for bedding adds another use for this richly colored annual.

EMPEROR. 30 in. The tall kind for cutting.

Brown and Gold, Rose and Gold, Scarlet and Gold, Violet and Gold, White and Gold, Yellow and Gold, and Mixture of all colors.

Each: Tr. pkt., 15c; ¼ oz., 30c; 1 oz., 80c.

DWARF GIANT FLOWERED. (New). 20 in. Fine for bedding and borders.

Blue and Gold, Bright Scarlet, Scarlet and Gold, and Mixture of all colors in this dwarf class.

Each: Tr. pkt., 25c; ¼ oz., 70c; 1 oz., \$2.35.

SALVIA

The newer extra dwarf and early flowering varieties considerably widen the useful range of this brilliant bedding plant. Both the new *Blaze of Fire* and *Firebrand* make fine compact small pot plants for spring sales; from an early sowing will be in full flower for Decoration Day without the drawn “forced” appearance the later flowering strains show when flowered early. From our 54 annual *Salvia* trials the past summer the following varieties are chosen as the best available, covering the flowering season from extra early to late.

SPLENDENS. 12,000 s.

***Blaze of Fire** (New). From a March 25 sowing this new strain was in full flower out in the open ground the first week in July at a height of 12 in. Our most dwarf and earliest strain. **Use this for early Pot Plant work.**

Tr. pkt., 85c; ¼ oz., \$2.75; 1 oz., \$10.00.

***Firebrand.** (Early Harbinger). Second earliest variety. 15 in. Very early flowering and remains in full flower thruout the entire summer. Doesn’t get ragged and messy in fall.

Tr. pkt., 50c; ¼ oz., 90c; 1 oz., \$3.35; 4 ozs., \$10.00.

***America** (Globe of Fire). 22 in. The standard dwarf bedding variety. Follows *Firebrand* closely in flowering date. Absolutely even stock.

Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00; 4 ozs., \$6.50.

Bonfire. 30 in. Medium tall. Very even.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75; 4 ozs., \$5.00.

Tall. 36 to 40 in. Not early flowering.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50; 4 ozs., \$1.00.

Maroon Prince. 30 in. Heavy maroon shade. Not early or extra free flowering. Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.25.

FARINACEA. 24,000 s.

***Blue Bedder.** (Blue *Salvia*). 36 in. with long stems for cutting.
Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Pale Blue. Slightly lighter colored and not quite so compact.
Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

HORMINUM.

Oxford Blue. Top leaves of each branch turn a deep oxford-blue.

Tr. pkt., 25c; 1 oz., \$1.00.

For **Perennial Salvia Patens**, see page 49.

*SANVITALIA

Procnubens. 50,000 s. 4 to 5 in. Double creeping *Zinnia*. Small golden yellow flowers. Very fine dwarf edging plant.
Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

SAPONARIA

VACCARIA. 5500 s. 18 in. *Gypsophila*-like flowers.
White, Rose.

Each: 1 oz., 15c; 4 ozs., 35c.

For **Saponaria Oeymoides**, see page 49.

MISCELLANEOUS ANNUALS—Continued

SCABIOSA

4500 s. No retail grower should be without a liberal planting of annual Scabiosa. Long-stemmed, pleasing colors, and free flowering make them valuable. Do very well for spring flowering in a cool house or outdoors during the summer where they are considerably improved by cloth house protection. Respond very well to electric lights in spring for earlier flowering. For a complete variety of attractive colors in the large flowered class, use our Giant Hybrid Mixture.

***Blue Moon** (New). Received Honorable Mention in the past season's All-American trials. Attractive lavender-blue color with extra large fully double flowers and long wiry stems. See novelty list page 3 for further description.

Tr. pkt., 35c; ¼ oz., \$1.25; 1 oz., \$4.25.

***Ageratum Blue**. Standard large flowered azure blue.

Fire King. A bright scarlet.

King of the Blacks. Deep rich maroon.

***Loveliness**. Extra large flowered deep salmon-pink. First-class commercial color.

Shasta Improved. Fine pure white.

***Giant Hybrid Mixture**. A special strain containing only the new large flowered varieties. Well balanced in good cut flower colors.

Tom Thumb. 10 in. Compact, dwarf plants for bedding and edging. Mixture of colors.

Each: Tr. pkt., 15c; 1 oz., 50c.

For **Perennial Scabiosa**, see page 49.

SENECIO elegans

Double Mixture. (Jacoba). 18 in. An old-fashioned garden plant.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For **Sensitive Plant**, see Mimosa, page 36.

SHAMROCK

38,000 s. (Trifolium Minor or True Irish Shamrock). Sow Jan. 1st in Carnation house temperature (cooler after germination) for 2 in. St. Patrick's Day plants. Use 3 or 4 seedlings per pot.

Tr. pkt., 15c; 1 oz., 50c.

SILENE

Pendula Mixed. 38,000 s. 6 in. Nice dwarf edging or bedding plant.

Tr. pkt., 15c; 1 oz., 40c.

SMILAX

7800 s. Well known greenhouse climber.

Tr. pkt., 20c; 1 oz., 50c; 4 ozs., \$1.50.

For **Snow-on-the-Mountain**, see Euphorbia, page 33.

SOLANUM

To insure an even, first-class strain of this valuable pot plant we grow our own seed crop of these varieties at West Chicago where we can personally supervise selection and roguing. For well grown 4 in. specimens, sow seed in June, carry along indoors. Larger plants must be started earlier, of course. Some growers summer plants outdoors in frames, lifting and shifting into 5's and 6's in Sept.; a 50 deg. house should then set them up well for the holidays.

Christmas Pepper (Ball Resclected strain). 9,000 s. Compact plants with a profusion of brilliant purple and red cone-shaped fruit. Selected for absolute evenness and large brilliantly colored fruit. See novelty list page 3 for further description.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.



New Sinuata or Annual Statice, Lavender Queen. An attractive clear pastel lavender with excellent growth.

Christmas Cherry. 12,000 s. (Ball strain). A compact even strain, with large, full heads of large round red fruit.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

Bird's Eye Pepper. 12,500 s. Not quite so compact as above strains. Produces many very small red berries.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Royal Crown. A reselected Xmas Pepper strain. Tr. pkt., 50c.

Miniature Bell. Interesting 1 to 2 in. bell-shaped fruit. Large plants. Tr. pkt., 35c; ¼ oz., \$1.00.

STATICE

Valuable annual cut flower varieties.

Bonduelli Superba. 350 seed heads. Similar in type to Sinuatas but with large yellow flowers.

Tr. pkt., 15c; 1 oz., 30c; 1 lb., \$2.75.

Sinensis. 17,000 s. 18 in. Pure white with small canary-yellow flowers. Quite attractive.

Tr. pkt., 25c; 1 oz., 75c; 4 ozs., \$2.50.

Sinorowi. (Russian or Rat Tail Statice). 12,000 s. Sow in Jan. for a late spring crop of this familiar Rat Tail Statice.

Tr. pkt., 15c; 1 oz., 60c; 4 ozs., \$1.90.

SINUATA. 350 seed heads. A midwinter sowing brings this attractive class into flower in late spring. Flowers grown outdoors for drying extensively in southern climates.

***Market Grower's Blue**. Fine even deep blue. Excellent stock.

Kampf's Tall Improved. The standard long-stemmed blue.

Atrococulea. Fairly compact deep blue.

True Blue. The standard blue.

***Lavender Queen**. A very pleasing shade of pastel lavender. Fine new color and good grower.

Rosca Superba. Rosy-lavender. **White**.

***New Hybrids Mixture**. A very attractive mixture of all the standard colors as well as many new hybrid shades.

Each: Tr. pkt., 15c; 1 oz., 25c; 1 lb., \$2.50.

For **Perennial Statice**, see page 49.

For **Strawflower**, see Acroclinium, page 28 and Helichrysum, page 34.

Why is it that one grower fails and another reports perfect germination from the same lot of seed?

MISCELLANEOUS ANNUALS—Continued

STREPTOCARPUS

Giant Flowered Mixture. Our stock of this greenhouse winter flowering pot plant is grown by a German specialist; we are convinced no better is obtainable. Some similar to Gloxinias and with the same general culture necessary. Very fine seed that requires care in germinating. Tr. pkt., \$1.00.
For **Sunflower**, see *Helianthus*, page 34.

THUNBERGIA

Excellent for an outdoor climber or for hanging baskets.
***Alata.** (Black-Eyed Susan). 1100 s. Very fine used as an annual climber, making a dense growth and producing an abundance of flowers in shades of yellow, buff, and orange—with black centers.
Tr. pkt., 15c; 1 oz., 65c; 4 ozs., \$1.75.
Gibsoni. 500 s. Extra large flowered rich deep orange. More restricted growth than *Alata* and not so free flowering.
25 seeds, 65c; 50 seeds, \$1.20; 100 seeds, \$2.25; 1 oz., \$9.00.

TITHONIA

Speciosa. (Golden Flower of the Incas). 3500 s. Winter flowering in a Carnation house with roots confined to a shallow raised bed. Attractive single orange-red flowers. Early flowering strain.
Tr. pkt., 25c; 1/4 oz., 75c.
Speciosa, Fireball. (New). Tr. pkt., 50c.
For **Tobacco Plant**, see *Nicotiana*, page 37.

TORENIA

375,000 s. Rich combination of deep blue with deeper blotches on lip. Nice spring pot or outdoor bedding plant.
Fournieri. Standard variety.
Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.
Fournieri Compacta. A distinctly dwarf form of above.
Tr. pkt., 25c; 1/8 oz., 50c; 1/4 oz., 85c.

TRACHELIUM

Coeruleum. Nice deep blue for either cutting on a raised bed from a Jan. start, or in pots. Tr. pkt., 35c; 1/8 oz., \$1.00.
For **Umbrella Plant**, see *Cyperus*, page 32.

URSINIA

Anethoides. 19,000 s. 10 in. Brilliant single orange flowers with purple center. Early flowering tender annual for bedding or spring pot work.
Tr. pkt., 25c; 1/4 oz., 60c.

VENIDIUM

65,000 s. At its best indoors in spring from a fall sowing. Grow on a raised bed in Carnation house temperature. Seed of irregular germination.
Fastuosum. Brilliant orange with dark center.
Tr. pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.25.
Ball Hybrids. A very interesting and varied array of colors ranging from silvery white thru orange and salmon shades.
Tr. pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.25.

VERBENA

Verbena from seed come very true with the few noted exceptions. The *Compacta* varieties make very excellent spring pot plants. Both types do well outdoors where summers are not too severe. Seed requires an early start with bottom heat.
GRANDIFLORA. 10,000 s. Large flowered and of spreading growth.
Apple Blossom. (New.) Extra large flowered white turning to light or “cameo” pink. Very true to color.
Tr. pkt., 35c; 1/4 oz., 70c; 1 oz., \$2.25.

VERBENA—Continued

Beauty of Oxford Hybrids. Shades of extra deep bright pink with slight white eye. Very excellent large flowered strain with some color variation.
Tr. pkt., 35c; 1/4 oz., 70c; 1 oz., \$2.25.
Blue. Deep marine shade with white eye. Prefer *Royale*.
Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.60.
Crimson Glow. Extra deep rich crimson.
Tr. pkts. only, 35c.
***Dannebrog.** Bright scarlet with large white eye. Very attractive combination. Growth more compact than other *Grandifloras*.
Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.60.
***Ellen Willmott.** Extra large flowered salmon-pink with white eye.
Tr. pkt., 30c; 1/4 oz., 55c; 1 oz., \$1.75.
Etna. Scarlet with some white eye.
Tr. pkt., 30c; 1/4 oz., 55c; 1 oz., \$1.75.
Floradale Beauty. Extra large flowered in salmon-pink shades.
Tr. pkt., 35c; 1/4 oz., 70c; 1 oz., \$2.25.
***Lavender Glory.** Very fine large flowered fairly deep lavender. Throws about 25% white rogues.
Tr. pkt., 35c; 1/4 oz., 70c; 1 oz., \$2.25.
Lucifer. Scarlet. Spectrum Red better.
Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.60.
Luminosa. Deep salmon shaded pink with white eye.
Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.60.
Mayflower. Medium light pink.
Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.35.
Pure White. Very even strain.
Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.60.
***Rosca Stellata.** Clear deep pink with white eye. Quite free flowering and a strong grower.
Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.60.
***Royale.** Large flowered rich deep blue with contrasting white eye.
Tr. pkt., 35c; 1/4 oz., 70c; 1 oz., \$2.25.
Salmon-Pink. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.60.
***Spectrum Red.** Very bright rich scarlet with no eye. Lighter and brighter color than *Crimson Glow*. Very even true strain.
Tr. pkt., 30c; 1/4 oz., 55c; 1 oz., \$1.75.
Mixture of all colors in the *Grandiflora* class.
Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.35.



A valuable new cut flower—*Verbena Bonariensis*.

Constructive criticism is valuable:—let's have it.

MISCELLANEOUS ANNUALS—Continued

VERBENA—Continued

COMPACTA. 10,000 s. A compact growing type particularly adapted for border and pot work. Quite free flowering.

Carmine Ball. 6 in. Bright carmine-scarlet.

Chamois. 6 in. Heavy cream or chamois-pink.

***Dark Blue.** 6 in. Deep marine blue.

***Fireball.** 4 to 5 in. Extra dwarf; bright fiery scarlet.

Snowball. 6 to 8 in. Fine free flowering pure white.

Mixture of all colors available in this compact class. 6 in.

Each: Tr. pkt., 25c; $\frac{1}{4}$ oz., 65c; 1 oz., \$2.25.

Violet Bonquet. 10 to 12 in. Distinctly upright symmetrical habit.

Tr. pkt., 35c; $\frac{1}{4}$ oz., 80c; 1 oz., \$2.75.

Royal Bouquet. 10 to 12 in. Same habit as above but a mixture of all colors in this “bouquet” type.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 65c; 1 oz., \$2.25.

MISCELLANEOUS VARIETIES.

***Bonariensis.** 36 in. (see photo). A long-stemmed Verbena with lavender-blue flower clusters. Foliage stays near the ground making this new type ideally suited to cut flower work. Flowers last well when cut. From a March 25th sowing, our trial flowered continually from mid-July to frost. Very decorative garden plant. Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$4.25.

Anbletia (Canadensis). 20,000 s. 12 in. Rosy-lilac flowers produced very early with us but goes off during hot summers. Quite heavily foliaged. Tr. pkt., 25c; $\frac{1}{4}$ oz., 40c.

***Venosa.** 60,000 s. 8 to 10 in. The only dwarf bedding Verbena that flowers continuously thruout our hot mid-Western summers. Deep lilac flowers produced quite freely.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.50.

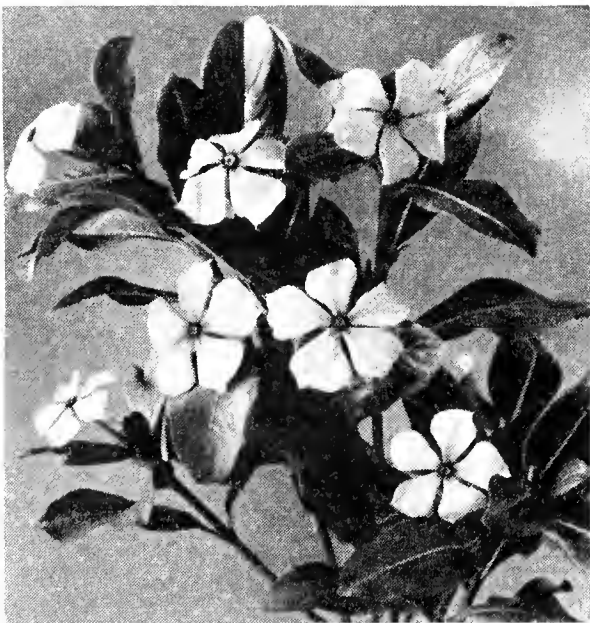
Venosa Lilacina. 60,000 s. Same but very light blush-lilac shade.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

Erinoides. (Moss Verbena). 30,000 s. Its extra strong growth makes a 3 to 4 ft. wide row 10 in. high. Small lavender flower heads quite freely produced. Tr. pkt., 25c; $\frac{1}{4}$ oz., 40c; 1 oz., \$1.25.

Lemon Verbena. (Lippia or Aloysia Citriodora). 24 to 30 in. The old-fashioned garden favorite with a pungent lemon odor. Small white flowers.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.25.



Vinca Rosea—one of the finest all purpose bedding plants.

VINCA

ROSEA (Periwinkle). 21,000 s. 15 in. Few plants we have tried give as much show in color and fresh green foliage with as little care and under as adverse conditions as this old-fashioned garden Periwinkle. From an early start with bottom heat, will flower continuously from midsummer increasingly right up to frost. One of the most generally satisfactory outdoor bedding plants we have.

***Crimson** (Kermesina). A comparatively new color in Vincas. Considerably deeper than Pink—a magenta crimson.

Tr. pkt., 20c; $\frac{1}{4}$ oz., 30c; 1 oz., \$1.00.

***Pink.** (Rosea). The standard medium pink.

Alba Pura. Pure white.

Alba Oculata. White with pink center.

Delicata. Light pastel pink shade.

Each: Tr. pkt., 15c; $\frac{1}{4}$ oz., 25c; 1 oz., 75c.

Mixture of above colors. Tr. pkt., 15c; 1 oz., 60c.

VIOLA

CORNUTA (Miniature Pansy). 24,000 s. As easily grown as Pansies, earlier and freer flowering. From a Jan. sowing good sized flowering plants are produced by late spring. Very nice for bedding and come quite true.

Apricot. Large true apricot shade. Chantreyland better.

Tr. pkt., 35c; $\frac{1}{4}$ oz., 80c; 1 oz., \$3.00.

***Arkwright Ruby.** Maroon-scarlet with dark center. A highly attractive bright color.

Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.60; 1 oz., \$6.00.

Black Prince. Deep violet-blue.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

***Chantreyland.** Extra large flowered true apricot.

Tr. pkt., 35c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$4.00.

G. Wermig. Rich violet-blue between Jersey Gem and Mauve Queen.

Tr. pkt., 35c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.60; 1 oz., \$6.00.

***Jersey Gem.** (True stock). Attractive large deep Cattleya.

Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.75; $\frac{1}{4}$ oz., \$3.25.

***Lutea Splendens.** Clear golden yellow.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

Mauve Queen. Light cattleya. Very true.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

Papilio. Blue and white combination. Extra dwarf and free flowering. Small flowered.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

Puck. Purple with yellow wings and dark pencillings. Small flowered. Tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.25.

White Perfection. Small, pure white.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

W. H. Woodgate. Bright violet. Very fine.

Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.15; $\frac{1}{8}$ oz., \$2.00.

Large-Flowered Mixture. Complete mixture of all large flowered varieties. Tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.15.

VIRGINIAN STOCK

Compacta Mixture. 60,000 s. 8 in. Nice compact bedding plant. Tr. pkt., 10c; 1 oz., 25c.

WALLFLOWER (Annual)

14,000 s. Choice richly fragrant cut flower. In our latitude should be sown in Oct. for greenhouse. We enclose a leaflet describing our method of growing this attractive flower, with each order for seed.

Gold Standard. Deep rich golden yellow. The best color.

Golden Yellow Flaked Brown.

Each: Tr. pkt., 25c; $\frac{1}{4}$ oz., 75c.

For **Perennial Wallflower**, see Cheiranthus, page 44.

MISCELLANEOUS PERENNIALS

With the general gardening public becoming more garden conscious (and garden-wise!), it certainly is to any florist-grower's interest to become informed of suitable materials in this big field of hardy perennials. The fad of Rock Gardening is built entirely around low growing alpines and other perennials. Plants that aren't sold one season can well be held over until the next. No retail grower should be without a permanent perennial cutting ground. A lot of very valuable summer cutting material—from early spring until late fall—is available from a properly planned and cared for perennial ground with a minimum of thought and expensive upkeep.

We have tried to indicate by the symbol (R) those varieties most generally suitable for rock gardening. The germination of a few perennials will be found uncertain under ordinary care. A winter's stratification in any loose sandy material will usually bring a first-class stand of seedlings the next spring. Plants we have had success in germinating in this way are noted.



An easily grown useful hardy perennial—*Achillea Filipendula*, Parker's variety.

ACHILLEA

Some varieties as noted are exceptionally valuable for summer cutting.

- ***Filipendula Parker's Variety** (Eupatorium). 225,000 s. 4 ft. Fall flowering. Large golden yellow umbels. Perfectly hardy with us; and if allowed to fully open, can be dried.
Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.
- ***The Pearl** (Ptarmica). 175,000 s. 30 in. The standard double white for cutting.
Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.
- Tomentosa Aurea**. 190,000 s. 6 to 8 in. Grown for its finely serrated golden yellow foliage. Dwarf and compact growth.
Tr. pkt., 50c; 1/8 oz., \$1.25.

ACONITUM

- Fischeri** (Monkshood). 9500 s. 3 ft. Deep blue flowers in dense spikes. Sow seed in the fall and allow to stand outdoors over winter for good germination.
Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

AETHIONEMA

- Grandiflorum** (Persian Candytuft). 19,000 s. 8 to 10 in. Free flowering light rosy lilac. Likes a light sandy, well exposed location. Perfectly hardy with us.
Tr. pkt., 50c.
- For *Agathea*, see annual list, page 28.

(R) ALYSSUM

The two varieties following are perfectly hardy with us and make fine, free flowering rock garden or border plants.

- ***Saxatile Compactum**. 40,000 s. 12 in. Flowers early May. Rich golden yellow.
Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 85c.
 - ***Moellendorffianum**. 58,000 s. 3 to 4 in. Very attractive dwarf rounded growth covered with yellow flowers end of May.
Tr. pkt., 35c; 1/6 oz., 75c.
- For *Annual Alyssum*, see page 28.

ANCHUSA

The following four varieties are perfectly hardy with us.

- ***(R) Barrelieri**. 15 in. Very fine forget-me-not blue rock garden plant. Flowers middle to end of May. Improves *Myosotidiflora* in more vigorous growth and freer flowering.
Tr. pkts. only, 25c.
 - Myosotidiflora**. 10,500 s. 12 in. May flowering. Attractive forget-me-not blue.
Tr. pkt., 50c; 1/4 oz., \$1.40; 1 oz., \$5.00.
 - ITALICA**. 1100 s.
 - Dropmore Strain**. 6 ft. Nice blue for cutting.
Tr. pkt., 15c; 1 oz., 50c.
 - Grandiflora Picotee**. Same as above but attractively striped white.
Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.
- For *Annual Anchusa Capensis*, see page 28.

ANTHEMIS

- Kelwayi** (Hardy Marguerite). 85,000 s. 3 ft. Yellow Daisy flowers produced thruout summer.
Tr. pkt., 15c; 1 oz., 50c.

(R) AQUILEGIA (Columbine)

15,500 s. Introduction of several new, large flowered varieties in attractive new colors has widened the use of this old garden favorite. The dwarf spurless class represented by *Glandulosa Vera* makes excellent rock garden and border material.

- Alpina**. 2 ft. Blue.
Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.
- Silver Queen** (Chrysanthia). Long-spurred white. Prefer Snow Queen.
Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.
- ***Glandulosa Vera**. 18 in. Large spurless bright blue with white corolla. Fine compact grower for rock gardens and edges.
Tr. pkt., 75c; 1/16 oz., \$1.85.
- Jaetschani**. Yellow with long red spurs.
Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.15.
- ***Longissima**. Delicate pale yellow with extra long (4 in.) spurs. Quite distinctive and richly fragrant.
Tr. pkt., 75c; 1/16 oz., \$2.25.
- COERULEA**. The long-spurred large flowered type.
- Blue** (Rocky Mountain Columbine). Sky-blue with white corolla. Prefer following.
Tr. pkt., 25c; 1/4 oz., 55c; 1 oz., \$1.85.
- ***Mrs. Nicholls**. Same as above but considerably larger flowered and deeper, brighter color.
Tr. pkt., 50c; 1/4 oz., \$1.25.
- ***Snow Queen** (Candidissima). 18 in. Finest pure white variety.
Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.50.
- ***Crimson Star**. Deep blood-red with white corolla. Very attractive rich combination.
Tr. pkt., 50c; 1/8 oz., \$1.20; 1 oz., \$8.00.
- Rose Queen**. Rose shades with white corolla.
Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.
- Mrs. Scott Elliott's Hybrids**. The popular long-spurred mixture.
Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.75.
- Mixture** of all colors in this long-spurred class.
Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

(R) ARABIS (Rock Cress)

150,000 s. The following are fully hardy and flower with us end of April—one of the earliest spots of color in our perennial

Arresting attention is the first step in selling.

MISCELLANEOUS PERENNIALS—Continued

ARABIS—Continued

trials. The new extra dwarf Snowcap is particularly fine for dwarf edgings and rock garden work.

***Alpina Snowcap** (New). 6 in. Improves the following with a much more dwarf and compact habit. Excellent.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

Alpina. 12 in. White.

Tr. pkt., 15c; 1 oz., 50c.

ARMERIA

Maritima (Statice Armeria). 17,500 s. 12 in. Lilac-rose.

Tr. pkt., 35c; ¼ oz., 90c; 1 oz., \$3.25.

ASCLEPIAS

Tuberosa. 4500 s. 2 ft. Fine orange for cutting. Requires well drained location. When difficulty is found in germination, freezing over winter usually produces results.

Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.

ASPARAGUS

Verticillatus. 600 s. A valuable completely hardy source of summer green material. Light finely cut foliage. Two to three years required to get well started.

Tr. pkt., 25c; ¼ oz., 55c; 1 oz., \$1.85.

For **Asparagus Sprengeri** and **Plumosus**, see page 28.

(R) ASTER (Hardy)

The first two varieties furnish very nice material for rock garden work as well as being tall and large enough for cutting. Very hardy and June flowering.

***Wartburg Star** (Subcoeruleus). 15,000 s. 18 in. Some lighter than following, larger and longer stemmed.

Tr. pkt., 50c; ½ oz., \$1.50.

Dark Beauty (Alpina). 26,000 s. 12 in. Single deep blue.

Tr. pkt., 50c; ½ oz., \$1.50.

Novi-Belgi. 90,000 s. New Hybrids. Fall flowering.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$4.00.

AUBRETIA

Large Flowered Hybrids. 150,000 s. 6 in. Fine spring flowering plant for rockery and edging work. Forms cushions of foliage and flowers.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For **Baby's Breath**, see *Gypsophila*, pages 34 & 46; also *Euphorbia*, page 46.

BAPTISIA

Australis (False Indigo). 1700 s. Sprays of pea-shaped indigo-blue flowers. 3 ft.

Tr. pkt., 15c; 1 oz., 45c.

(R) BELLIS

PERENNIS (Double English Daisy). 100,000 s. 6 in. Well established flowering plants for spring sales are from a fall seedling carried along in frames with Pansies and Violas. Following varieties are of the large flowered **Monstrosa** type.

Red. Deep red.

Tr. pkt., 35c; ¼ oz., \$1.25; 1 oz., \$4.00.

Rose. Deep rose; **White**.

Each: Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

Mixture of all colors in this **Monstrosa** type.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For **Bleeding Heart**, see *Dielytra*, page 46.

BOLTONIA

Latisquama. 95,000 s. 4 to 5 ft. Delicate pink.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

No outdoor florist crop pays without equipment for artificial watering.

CAMPANULA

(R) **CARPATICA**. 350,000 s. 12 in. Dwarf perennial for rock gardening.

Blue, **White**, and **Mixture**.

Each: Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.

MEDIUM CALYCANTHEMA (Cup-and-Saucer Type). 120,000 s. 3 ft. Biennial.

Dark Blue, **Light Blue**, **Rose**, **White**.

Each: Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.45.

Mixture. Tr. pkt., 15c; ¼ oz., 35c; 1 oz., \$1.25.

MEDIUM SINGLE (Canterbury Bells). 135,000 s. 3 ft. Biennial, flowering second season from seed.

Blue, **Lilac**, **Rose**, **White**, and **Mixture**.

Each: Tr. pkt., 15c; 1 oz., 40c.

PERSICIFOLIA. 340,000 s. 30 in. Perennial. A very generally satisfactory perennial Campanula.

Alba, white, **Coerulea**, blue, **Mixture**.

Each: Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

PYRAMIDALIS (Chimney Campanula). 250,000 s. 5 ft. Erect pyramidal habit.

Mixture. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

For **Annual Campanula**, see page 29.

For **Perennial Candytuft**, see *Iberis*, page 47 & *Aethionema*, Page 43.

CARNATION

GRENADIN (Hardy Carnation). 14,000 s. 20 in. Good for cutting but needs winter protection.

Pink, **Red**, and **Mixture**.

Each: Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.

For **Annual Carnation**, see page 29.

CATANANCHE

Coerulea. 16,000 s. 30 in. Everlasting light lavender-blue Centaurea-like flowers produced freely first year from seed. Nice for cutting.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

CENTAUREA

Montana. 1600 s. 24 in. Large Cornflower-blue flowers for cutting.

Tr. pkt., 15c; 1 oz., 50c.

For **Annual Centaurea** (*Cyanus*, etc.) see page 30.

(R) CERASTIUM

42,000 s. Very fine May flowering white edging and rockery plant. Silvery white foliage. Perfectly hardy.

***Tomentosum**. 10 to 12 in.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

Columnae. 5 in. Dwarf very compact form of above.

Tr. pkt., 35c; ¼ oz., 75c.

CHEIRANTHUS (Wallflower)

19,000 s. 18 in.

***Golden Bedder**. Large deep golden yellow.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

Allioni (Siberian Wallflower). Free flowering brilliant orange.

Tr. pkt., 10c; 1 oz., 30c.

For **Annual Wallflower**, see page 42.

CHRYSANthemum

Very colorful for fall landscape work, perfectly hardy and quite free flowering. Watch frost dates tho.

Japonicum. 77,000 s. Attractive large flowered double and semi-double types. Flowers late Sept. or early Oct.

Tr. pkt., 50c; ½ oz., \$1.00.

Korcan Hybrids. 60,000 s. Single and semi-double types. Very attractive color mixture. Flowers first part of Oct.

Tr. pkt., \$1.00; ½ oz., \$2.00.

For **Columbine**, see *Aquilegia*, page 43.

MISCELLANEOUS PERENNIALS—Continued

COREOPSIS

GRANDIFLORA. 11,000 s. The two varieties listed are of the new large flowered class. Every retail grower should have a permanent planting for summer cutting.

***Sunburst** (New Gold). A fine semi-double strain.

Tr. pkt., 20c; ¼ oz., 35c; 1 oz., 90c.

***Mayfield Giant.** Extra large deep golden yellow. Single.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 65c.

DAISY

190,000 s. White Daisies make excellent perennial cut flower material for both retail and wholesale growers. Can be grown outdoors—perfectly hardy—or forced either in cold frames or indoors in early spring. Following listed in order of flowering season.

Elder. Earliest flowering—early June.

Tr. pkt., 15c; 1 oz., 75c.

***June Marguerite.** Very good large June flowering variety.

Tr. pkt., 15c; 1 oz., 75c.

Spring Marguerite.

Tr. pkt., 15c; 1 oz., 75c.

***Mayfield Giant.** Quite large flowered, end of June.

Tr. pkt., 20c; 1 oz., 80c.

Alaska. The standard Shasta Daisy. July.

Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.

Double Fringed (Diener's). Comes around 50% good double types that should be propagated by division.

Tr. pkt., 50c; ¼ oz., 90c.

Conqueror. Giant late white. Late July.

Tr. pkt., 20c; 1 oz., 80c.

For **Blue Daisy**, see Agathea, page 28 & Felicia, page 33. For **English Daisy**, see Bellis, page 44.

DELPHINIUM

10,000 s. Undoubtedly the outstanding contribution to the commercial Delphinium field in past seasons is the new Giant Pacific Hybrid strain. All reports show them long, wiry stemmed, very true to their large double flower type and with a considerable degree of mildew resistance. These points of superiority are putting Hybrid Delphinium on the cut flower market and the publicity given them the past seasons should create an active demand in the home gardening trade for plants this spring. Our supply of seed is ample and of good germination. Seed sown in Jan. or Feb. will make fine well established plants for spring sales.

GIANT PACIFIC HYBRIDS (Vetterle & Reinelt). We handle exclusively the originator's strain of this fine type, see novelty list page 2 for further description.

***Blue Shades.** Our most popular mixture. Shades from very light to rich deep blue.

Lavender Shades. A fine pastel colored strain.

Violet Shades. Deep rich violet-blue colors with many contrasting white bees.

***Mixture** of all above including Clear White and many intermediate shades. The finest commercial Hybrid Mixture. Each: Tr. pkt., \$1.25; ¼ oz., \$2.00; ¼ oz., \$3.50; 1 oz., \$12.00.

***Clear White.** By all odds the outstanding white Delphinium strain available. Extra large double flowers and pure white. Tr. pkt., \$1.50; ¼ oz., \$3.00; ¼ oz., \$5.00; 1 oz., \$18.00.

OTHER VARIETIES.

***Belladonna Improved.** A carefully reselected strain of this standard light blue.

Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.85; 1 lb., \$24.00.

***Lamartine.** Fairly deep, extra bright marine-blue. An outstanding strain for color and excellent cut flower habit. See novelty list page 2 for further description.

Tr. pkt., 50c; ¼ oz., \$2.15; 1 oz., \$7.00.

Bellamosum Improved. A reselected strain of this standard deep blue.

Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.85; 1 lb., \$24.00.

Belladonna. The original or regular strain.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.60.

Iceberg. A standard white variety. Giant Pacific Clear White is much superior.

Tr. pkt., 35c; ¼ oz., \$1.20; 1 oz., \$4.00.

***Blackmore and Langdon Hybrids.** A fine free flowering long-stemmed Hybrid strain for cutting.

Tr. pkt., 50c; ¼ oz., 90c; 1 oz., \$3.00; 4 oz., \$9.00.

Wrexham or Hollyhock Strain. Noted for its extra large tapering spikes.

Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$5.00.

Gold Medal Hybrids. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

For **Delphinium Chinensis**, see page 32.

(R) DIANTHUS. 28,000 s.

Allwoodi Alpinus Mixed. 8 to 10 in. 1½ in. single flowers in shades of pink and rose. Early June flowering and perfectly hardy with us.

Tr. pkt., 35c; ½ oz., \$1.00.

***Deltoides Erecta.** 6 in. June flowering. A dwarf compact Maiden Pink. Bright red flowers produced very freely. Flowers second season from seed.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

Knappi. 12 to 15 in. June flowering. Small clusters of single yellow flowers at tip of each branch. Perfectly hardy with us.

Tr. pkt., 50c; ½ oz., \$1.00.

***Loveliness.** 20 in.

Large, freely produced, light lavender flowers, quite fragrant and with highly fringed and curled petals. A very showy, perfectly hardy garden flower. Flowers late May. Tr. pkt., 50c; ¼ oz., \$1.35.

***Latifolius Atrococcineus.** 12 to 15 in. Produces many bright crimson semi- and double miniature Rose flowers first season from seed beginning end of July.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.

Plumarius. Single Mixture (Clove Pink). 20 in. Early, free flowering, and sweet scented.

Tr. pkt., 15c; 1 oz., 35c.

***Neglectus. Rose Cushion.** 6 in. Very attractive neat rock plant. Many small rose-pink flowers extending above a dense mat of foliage end of May. Perfectly hardy. Tr. pkt., 50c; ½ oz., \$1.00.



Specimens of the new Giant Pacific Hybrid strain.

In Florida Delphinium and some other perennials are grown as annuals.

MISCELLANEOUS PERENNIALS—Continued

DIANTHUS—Continued

BARBATUS (Sweet William). 24 in. Early June flowering. Perfectly hardy, flowering second season from seed.

***Holborn Glory**. Very striking combination of deep crimson with white edge.

Tr. pkt., 15c; 1 oz., 50c.

***Newport Pink** (Pink Beauty). A particularly deep rich salmon-rose shade. Very attractive rich pastel.

Tr. pkt., 15c; 1 oz., 50c.

Purple Beauty. Bright deep purple.

Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

Scarlet Beauty. Well named.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

White. Tr. pkt., 15c; 1 oz., 50c.

Single Mixture of all colors in this class.

Tr. pkt., 15c; 1 oz., 50c.

Double Mixture. Tr. pkt., 15c; 1 oz., 60c.

(R) ***Midget**. Very fine neat alpine and rock plant. 6 to 8 in. with dense heads of Sweet William flowers.

Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.00.

For **Annual Dianthus**, see page 32.

DICTAMNUS

Fraxinella (Gas Plant). 1700 s. 30 in. Pink with dark veins. Good border plant. Sow seed in the fall and allow to stand outdoors over winter for good germination.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.

DIELYTRA (Dicentra)

Spectabilis (Bleeding Heart). 1600 s. 32 in. Sow seed in fall and allow to stand outdoors over winter for good germination. Flowers second season from seed.

Tr. pkt., 50c; ¼ oz., \$1.90; 1 oz., \$7.00.

DIGITALIS

GLOXINOIDES (Foxglove). 180,000 s. 4 ft.

Purple, Rose, White, and Giant Shirley Mixture.

Each: Tr. pkt., 15c; 1 oz., 50c.

DORONICUM (Leopard's Bane)

18,000 s. Attractive yellow Daisy-like flowers on good stems for cutting. Forces well for early spring flowering.

***Bunch of Gold** (Pardalianches). 30 in. Long-stemmed and extra free flowering. Fine.

Tr. pkt., 75c.

Caucasicum. 2 ft. The standard variety.

Tr. pkt., \$1.00; ¼ oz., \$2.00.

For **Edelweiss**, see *Leontopodium*, page 47.

ERYNGIUM

Bourgati (New). 20 to 24 in. June flowering. An outstanding addition to this ornamental thistle group of everlastings. In addition to the fact that it may be dried, its bright steel blue heads and deeply cut veined leaves are quite attractive.

Tr. pkt., 50c.

EUPHORBIA

Corollata (Wild Baby's Breath). 8700 s. 24 in. Large Gypsophila-like pure white flowers. Thrives on very poor soil.

Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.00.

For **Annual Euphorbia**, see page 33.

For **Flax**, see *Linum*, page 47.

For **Feverfew**, see *Matricaria*, page 48.

For **Foxglove**, see *Digitalis* on this page.

GAILLARDIA

GRANDIFLORA. 9500 s. The following strains, except the dwarf Goblin, altho varying some in color, are all excellent cut flower sorts—large flowered and borne on long, strong stems.

***Dazzler**. The standard fine cutting strain. Golden yellow with red center.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

***Monarch Strain**. A very superior mixture of large full petaled flowers with an unusually bright color mixture.

Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

Burgundy. Deep shade of wine red.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

Maxima Aurea. Good deep golden yellow.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.

The King. Large deep red flowers edged gold.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

Oculata New Hybrids. Mixture of pastel shades containing many attractive original colors. Good long stems for cutting.

Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.

Portola Hybrids Mixed. Standard hybrid mixture.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.45.

***Goblin**. Dwarf strain for decorative bedding and border work. 12 to 14 in. Forms very attractive compact plants.

Tr. pkt., 50c; ¼ oz., 90c; 1 oz., \$3.00.

For **Annual Gaillardia Picta**, see page 33.

For **Gas Plant**, see *Dictamnus*, on this page.

GEUM

7000 s. 24 in. Fine for cutting or garden decoration.

Lady Stratheden. Double golden yellow.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.65.

Mrs. Bradshaw. Double glowing red.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

GYPSOPHILA

34,000 s. A planting of several varieties of hardy Gyp adds interesting and valuable variation to outdoor summer cutting material. Perfectly hardy.

***Pacifica**. 42 in. Flower size of Paris Market annual with an attractive shade of bright pink. Nice.

Tr. pkt., 25c; ¼ oz., 85c; 1 oz., \$3.00.

***Oldhamiana**. 30 in. Very fine dense heads of feathery light rose-pink flowers. Flowers first season from an early sowing. October flowering—watch frost dates.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.85.

PANICULATA. The regular white hardy Gyp. Please note that double grafted varieties like Bristol Fairy are NOT available from seed.

***Double Snow Flake**. 40 in. An improved strain of double hardy Gyp.

Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.85.

Single White. Tr. pkt., 15c; 1 oz., 35c.

REPENS. 6 in. An attractive hardy rock garden plant flowering late May.

Rose. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

White. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.

For **Annual Gyp**, see page 34.

(R) HELIANTHEMUM

Mutabile (Rock Rose). 15,000 s. 8 to 10 in. Very attractive dwarf evergreen rock plant.

Tr. pkt., 20c; 1 oz., 80c.

HESPERIS

Matronalis (Sweet Rocket). 15,000 s. 3 to 4 ft. Red.

Tr. pkt., 10c; 1 oz., 25c.

HEUCHERA

Sanguinea (Coral Bells). 750,000 s. 24 in. Crimson. An attractive garden plant with some value for cutting.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$4.50.

Growing greenhouse crops is a profession and a business, and one way or another is costly to learn.

MISCELLANEOUS PERENNIALS—Continued

HOLLYHOCK

Imperator. 2700 s. Choicc double mixture containing large fringed types.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.60.

Allegheny Mixed. 2700 s. Single and semi-double types.

Tr. pkt., 15c; 1 oz., 50c.

CHATER'S DOUBLE. 3100 s. The standard double Hollyhock strain.

Chamois, Deep Rose, Lilac Beauty, Newport Pink, Scarlet, Sulphur Yellow, White, and Mixture of all colors.

Each: Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

For New Annual Hollyhock Indian Spring, see page 34.

(R) IBERIS. 11,500 s.

Gibraltarica. Large flowered lilac.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

Sempervirens. 12 in. Flowers end of May. White. Seedlings flower second season.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

LATHYRUS

LATIFOLIUS (Hardy or Everlasting Sweet Pea). 550 s. Perfectly hardy abundant source of short-stemmed flowers.

Pink Beauty, White Pearl, Mixture.

Each: Tr. pkt., 15c; 1 oz., 40c.

LAVANDULA

Vera (True Sweet Lavender). 32,000 s. Old-fashioned garden plant.

Tr. pkt., 15c; 1 oz., 50c.

LEONTOPODIUM

Alpinum (Edelweiss). Attractive rock garden plant in cool climates. Must have a well exposed, cool and well drained location. White.

Tr. pkt., 50c; ¼ oz., \$1.00.



A bed of our new White Queen Lily from seed in full flower.

Unless a crop is uniformly well grown today, chances are it represents a loss.

page forty-seven

LIATRIS (Blazing Star)

9500 s. Excellent cut flowers, long decorative, bold, rosy-purple spikes. Used very effectively in basket arrangements. Some variation from following descriptions noted in most commercial strains but all are good for cut flower work.

***Pycnostachya.** Extra long-stemmed—3 to 5 ft. with long—5 to 18 in.—densely filled flower spikes. Finest cut flower kind.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

Spicata. Not quite so long-stemmed or with as long flower spikes as above. Prefers a damp, low location.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.85.

Scariosa. Extra large individual flower heads on long, loosely set spikes. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.50.

LILIES FROM SEED

The new White Queen has added new importance to seed-produced Lilies. In addition to low initial cost (no bulb bills) and absolutely disease free stock, this new strain flowers 12 to 14 months from seed sowing depending on handling, and with flowers fully equal to fine Erabu specimens. Used as a cut flower strain because of unevenness in flowering time. A chapter in the “Red Book,” “Lilies From Seed,” treats fully our experience in handling this crop.

***White Queen.** 8200 s. The largest flowered Pure White seed propagated Lily we know of. A fine variety.

½ tr. pkt., 60c; tr. pkt., \$1.00; ¼ oz., \$1.75; 1 oz., \$12.00.

Philippinense Formosanum, Giant Flowered. 8200 s. An improved form of the original stock of Philippine Lily.

Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50; 4 ozs., \$7.50.

Philippinense Formosanum Improved. The original Philippine Lily. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75; 4 ozs., \$5.50.

Regale (Regal Lily). 6500 s. Pink with primrose-yellow center. Tr. pkt., 15c; 1 oz., 50c.

LINUM

Perenne (Perennial Flax). 8500 s. Blue.

Tr. pkt., 15c; 1 oz., 40c.

LOBELIA (Hardy Lobelia)

The two following are perfectly hardy, very showy garden plants usually grown in damp low locations.

Cardinalis (Fulgens). 725,000 s. (Cardinal Flower). 36 in. Usually produces one long tapering spike of cardinal-red flowers.

Tr. pkt., 30c; ¼ oz., 85c; 1 oz., \$3.00.

Syphilitica 2 to 3 ft. Attractive blue spikes.

Tr. pkt., 25c; ¼ oz., 65c.

For Annual Lobelia, see page 35.

LUNARIA

BIENNIS. (Honesty or Money Plant). 1500 s.

White, Crimson, Mixture.

Each: Tr. pkt., 15c; 1 oz., 45c.

LUPINUS

POLYPHYLLUS (Hardy Lupine). Fine cutting material. Requires a well-drained location and thrives best in cool climates.

***Russell Strain.** 1000 s. From all indications this novelty of last season is meeting all the originator's claims for it. For the home gardener and retail grower who wants a bed of Hardy Lupines for cutting, the new Russell Strain is by all means the one to use. Features of this new strain are: unusually long closely set flower spikes and the widest range of attractive colors yet produced in Hardy Lupines. See novelty list page 3 for further description.

We offer bulk seed of this new strain, grown from originator's stock seed as follows. Tr. pkt., 75c; ¼ oz., \$1.40; 1 oz., \$5.00. We also carry the originator's RESELECTED STOCK as follows:

12 seeds, 25c; 50 seeds, 65c; 120 seeds, \$1.25; 250 seeds, \$2.50.

MISCELLANEOUS PERENNIALS—Continued

LUPINUS—Continued

MISCELLANEOUS POLYPHYLLUS VARIETIES. 1450 s.

Chocolate Soldier. Yellow shading to chocolate.

Tr. pkt., 30c; ¼ oz., 75c.

Dark Blue. Tr. pkt., 15c; 1 oz., 30c.

Luteus. Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 85c.

Rose. Tr. pkt., 15c; 1 oz., 50c.

White. Tr. pkt., 15c; 1 oz., 30c.

***Harkness Regal Mixture.** The standard fine hybrid mixture containing all colors in this class.

Tr. pkt., 15c; 1 oz., 50c; 4 ozs., \$1.65.

For **Annual Lupine**, see page 35.

LYCHNIS. 64,000 s.

Alpina. Rose. 12 in. with compact growth. Nice dwarf rock garden plant.

Tr. pkt., 25c; ½ oz., 85c.

Chalcedonica. 36 in. Scarlet.

Tr. pkt., 15c; 1 oz., 50c.

MATRICARIA Capensis (Feverfew) 145,000 s.

***Ball Double White.** Since introducing this strain in '34, demand for it is constantly increasing as a standard greenhouse and out door cut flower crop. Plants from a Jan. or Feb. sowing transplanted into the field in May or June produce a fine crop in early fall. These same clumps can then be moved indoors in Nov. for a spring greenhouse crop. A late summer sowing will also make fine plants for spring forcing. Differs from ordinary cutting propagated strain in having smaller and more compact completely double flowers that hold up much better in shipping and handling. Some later flowering; responds readily to additional lighting for forcing. ½ tr. pkt., 30c; tr. pkt., 50c; ½ oz., \$1.00; ¼ oz., \$1.75.

Double Golden Ball. 10 in. outdoors. Dwarf, semi-double yellow.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For **Monkshood**, see Aconitum, page 43.

MYOSOTIS (Forget-me-not). 42,000 s.

***Blue Bird (Oblongata).** 12 in. Standard deep blue Forget-me-not for Spring greenhouse flowering.

Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.75.

Palustris. True Marsh Forget-me-not. Hardy with us. Blue.

Tr. pkt., 20c; ¼ oz., 50c; 1 oz., \$1.75.

ALPESTRIS. Biennial.

***Royal Blue (Indigo Blue).** 12 in. Deep rich blue.

Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.35.

Pink Bouquet (Stricta Grandiflora). Medium deep pink shade; compact upright habit.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

Blue Basket. 12 in. Deep blue. More spreading habit than above.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

Alba. 12 in. Spreading habit. White.

Tr. pkt., 20c; 1 oz., 75c.

For other Myosotis including our **Ball Early**, see page 36.

NEPETA

Mussini. 52,000 s. 12 in. Light blue. June flowering Catnip.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

For **Painted Daisy**, see Pyrethrum, page 49.

For **Papaver**, see Poppy, pages 38 and this page.

PHLOX (Perennial)

Hybrid Mixture (Decussata). 2500 s. 3 ft. Our strain contains many new large flowered, brilliantly colored types.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.60.

PHYSALIS

Francheti (Chinese Lantern Plant). 18,000 s. Large decorative orange seed pods.

Tr. pkt., 15c; 1 oz., 60c.

PHYSOSTEGIA

Virginica. 16,000 s. 4 ft. Rosy lilac.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

For **Pinks**, see Dianthus, pages 32 and 45.

PLATYCODON

GRANDIFLORUM (Tufted Harebell or Balloon Flower). 28,000 s.

24 in. Very attractive plants in flower for spring sales.

White and Blue, a clear deep violet-blue.

Each: Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

POPPY

ORIENTALE (Oriental Poppy). 140,000 s. Although not suited to shipping or much handling. Oriental Poppies are unsurpassed for brilliant colors. If cut in the bud stage, they last several days in water. Prefer a well drained location. Sow seed in pots and transplant into the field when small so as not to disturb the roots.

***Olympia.** A seed produced strain of this fine standard orange-scarlet variety. Perfectly hardy, of course, and produces 50% true semi-double flowers.

Tr. pkt., 60c.

Beauty of Livermere. Dark oxblood-red.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

Brilliant. 40 in. Vivid, fiery red.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Mrs. Perry. Fine salmon-rose.

Tr. pkt., 35c; ½ oz., \$1.15.

Mixture of all colors in this class.

Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.25.

For other **Poppies**, see page 38.

(R) PRIMULA

Vulgaris (True Yellow English Primrose). 19,000 s. 6 in. Sow seed in the fall and allow to stand outdoors over winter for good germination.

Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$2.85.

Bulleesiana Hybrids. 130,000 s. 18 in. Bright mixture of yellow, orange, apricot, and carmine shades. Seed of irregular germination.

Tr. pkt., 50c; ½ oz., \$1.15.

VERIS. 33,000 s. Especially the new tall large flowered Collossea has proven the usefulness of this class as spring pot plants and fine subjects for combinations, since they can be moved without harm during their flowering season. Plants lifted from outdoors in the fall will make specimen pot plants from Feb. and March on. Also makes fine hardy border plants if given partial shade.

***Colossea.** Our trials of this new strain show a real improvement in flower size, new bright colors, and strong growth. Should be used.

Tr. pkt., 75c.

Kleyni. A particularly valuable hardy Primula because of extra long-stemmed and large flower heads. Easily forced in spring. Golden yellow to apricot. 100 seeds, 40c.

***Giant Munstead Strain.** The standard strain for bedding. Not so tall as above strains; in shades of yellow.

Tr. pkt., 50c; ¼ oz., \$1.00.

Polyanthus Mixture. Unwin's strain. 12 in.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.15.

For other **Primula** varieties, see page 25.

You don't know whether a crop is a loss or a profit without a cost accounting system.

MISCELLANEOUS PERENNIALS—Continued

PYRETHRUM

- The Roseum type contains the standard cut flower varieties.
- Parmicaeflorum.** 340,000 s. 5 in. Very dwarf finely feathered silvery white foliage. Must be sown in Feb. for spring sales. Tr. pkt., 35c; 1/8 oz., \$1.15.
- Parthenifolium Aurea, Excelsior.** 325,000 s. 3 in. Same as above but foliage distinctly yellow-green and decidedly more dwarf. Tr. pkt., 35c; 1/8 oz., \$1.00.
- Uliginosum.** 62,000 s. 3 ft. Single white. Daisy-like flowers. Tr. pkt., 35c; 1/4 oz., 90c; 1 oz., \$3.25.
- ROSEUM (Painted Daisy).** 18,000 s. The standard hardy cut flower class.
- *Semi-Double Mixture.** An excellent strain that requires two-year old clumps to produce its fully double flowers. Tr. pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$3.85.
- *Kelway's Strain.** Fine dark red cut flower variety. Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$2.85.
- Single Mixture.** Robertson's strain. Tr. pkt., 30c; 1/4 oz., 80c; 1 oz., \$2.85.

RUDBECKIA

- Purpurea (Echinacea).** 7000 s. 4 ft. Reddish purple. Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.50.
- For other **Rudbeckias**, see page 39.

SALVIA

- Patens.** 3800 s. 30 in. Navy blue hardy salvia. Tr. pkt., 25c; 1/4 oz., 65c; 1 oz., \$2.25.
- For other **Salvia**, see page 39.

SAPONARIA

- Ocymoides.** 5500 s. 12 in. Trailing rose hardy rock plant. Tr. pkt., 20c; 1 oz., 60c.
- For **Saponaria Vaccaria**, see page 39.

SCABIOSA

- 2400 s. Excellent perennial cut flower material. Larger flowered than the popular annual form, perfectly hardy, and early flowering. Seed germination sometimes irregular.
- Colnbaria Lavender.** Delicate color.
- Colnbaria Pink.** Orchid-pink shade.
- Caucasica Perfecta.** Large flowered improved form of this lilac-lavender strain. Each: Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.
- *Caucasica, House Hybrids.** Shades of lavender and blue. Use this strain for a small bed of hardy cutting Scabiosa. Tr. pkt., 35c; 1/4 oz., 80c; 1 oz., \$2.85.
- Fischeri.** 24 to 30 in. Medium sized lavender-blue flowers very freely produced in July and Aug. Attractive finely cut foliage makes a desirable garden flower. Long-stemmed enough for cutting also. Tr. pkt., 25c; 1/4 oz., 70c; 1 oz., \$2.50.
- For **Annual Scabiosa**, see page 40.

(R) SEDUM

- 700,000 s. A very excellent fully hardy rock garden family; the following are easily propagated from seed and come true.
- *Aere.** 3 in. A very nice extra dwarf evergreen. Small light yellow flowers produced in June account for its common name—Golden Moss. Very strong hardy grower. Tr. pkt., 25c; 1/8 oz., 75c.
- Aizoon.** 4 in. Attractive dwarf form, bright yellow with contrasting reddish brown foliage. Tr. pkt., 50c; 1/8 oz., \$1.35.
- Kamtschatienm.** 6 to 8 in. Very nice green foliage with yellow flowers. Tr. pkt., 50c; 1/8 oz., \$1.50.
- Reflexum, Chameleon.** Growth starts green, gradually turning buff or light brown shades as season advances. Bright yellow flowers in midsummer. 8 to 10 in. in fall. Tr. pkt., 50c.
- *Bronze Carpet (Spurium Coccineum).** 4 in. Attractive deep bronze foliage with rose flowers. Tr. pkt., 35c; 1/16 oz., \$1.35.

SEMPERVIVUM (House Leek)

- Perennial Mixture.** 325,000 s. Tr. pkt., 35c; 1/16 oz., \$1.35.

SPERGULA

- Pilifera.** Rounded compact hard growth; plants covered with small white flowers in June. Attractive for planting between stones or for borders. Partially hardy in our latitude. Tr. pkt., 50c; 1/16 oz., \$1.50.

STATICE

- Perennial Statice are very hardy, make good cut flower material and some of them as noted can be successfully dried and dyed.
- Caspia.** 175,000 s. 30 in. Seedlings flower second season. Lilac. Tr. pkt., 35c; 1/4 oz., 60c; 1 oz., \$2.25.
- Dumosa.** 19,000 s. 18 in. Dense clumps of silvery gray flowers. Flowers second season from seed. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.65.
- Incana.** (Tatarica). 13,000 s. 14 in. Small white flowers that may be dried. Tr. pkt., 15c; 1 oz., 65c.
- *Latifolia (Sea Lavender).** 40,000 s. 30 in. Standard blue perennial statice. Very hardy and may be dried. Flowers second season from seed. Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.35.
- Perezi.** 14,000 s. Flowers in large lavender heads first year from seed but not completely hardy with us. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.65.
- Puberula.** 5200 s. 8 to 10 in. A dwarf form with flower heads similar to S. Latifolia. Flowers second season. Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.
- For **Annual Statice**, see page 40.

STOKESIA

- Cyanca.** 3300 s. 16 in. Large blue flowers. Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.35.
- For **Sweet William**, see *Dianthus Barbatus*, page 46.

THALICTRUM

- Dipterocarpum.** 12,000 s. 3 to 4 ft. Early June flowering. Graceful tall plant with fine textured foliage. Rosy purple clusters of flowers are good for cutting or garden decoration. Seedlings flower second season with us. Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

TRITOMA

- Mirabilis Hybrids.** 20,000 s. Yellow and orange shades. Varies. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

TROLLIUS

- LEDEBOURI (Globe Flower).** 8000 s. Good cutting and decorative plants. Sow seed in fall and allow to stand outdoors over winter for good germination.
- Golden Queen.** 3 to 4 ft. A fine early large deep orange variety. Tr. pkt., 50c; 1/4 oz., \$1.40.
- Orange.** 24 in. Tr. pkt., 50c; 1/4 oz., \$1.50.

TUNICA

- Saxifraga.** 150,000 s. 8 to 10 in. Small rosy lilac flowers produced first season from seed. Tr. pkt., 15c; 1 oz., 60c.

VALERIANA

- Rubra.** 13,000 s. 35 in. Deep crimson. Good for cutting. Tr. pkt., 15c; 1 oz., 60c.

VERONICA

- Longifolia.** 30 in. Compact, dense spikes of blue flowers. Very graceful decorative garden plant. Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.35.
- Repens.** 3 in. Very dwarf trailing. Early flowering. White with blue. Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.
- For **Wallflower**, see *Cheiranthus*, page 44.
- For **Annual Wallflower**, see page 42.

Usually the more stock grown, the lower are returns. Don't overdo.

VEGETABLE SEEDS FOR FLORISTS

WITH increasing interest in home gardens, florists should take full advantage of the opportunity of supplying vegetable plants that are sure to be called for in increasing quantity—especially Tomato, Pepper and Cabbage. In our list of varieties you will find those adapted to home garden use as well as varieties suitable for those who grow for market.

WOODEN PLANT BANDS

In growing vegetable plants for early crops or for home gardeners, band grown plants are of particular value. When these plants are put out without the heavy check that follows when dug from the open soil, they get into bearing earlier. For vegetable plants we recommend the larger sizes. Selling bedding or vegetable plants is made more attractive when offered in these bands. See inside back cover page of this catalog for full description, sizes, and prices, of these bands.

PEPPERMINT Best strain available, variety used for tea, valuable item for selling plants to retail trade. Tr. pkt. 25c.

NEW EVERBEARING STRAWBERRY, BARON SOLEMACHER This variety improves in size and length of fruit the variety RUGEN, sent out by us a few years ago. The product of a German specialist. If sown early February, will produce freely by autumn. Should be watered when dry, and they enjoy some protection from the strong sun. Tr. pkt. (1000 seeds), 50c.

	1 oz.	4 ozs.	1 lb.
BEET			
Crosby's Egyptian. (Original Strain). 55 days. Extra early for home and market gardeners. Globe-shaped. Dark purplish red, crisp and tender, excellent quality	\$0.10	\$0.25	\$0.90
Detroit Dark Red. (Improved Strain). 55 days. Standard for home and market garden. Uniform globe-shaped. Blood-red, tender until full grown.....	.10	.25	.80
CABBAGE			
All Head Early. Good winter keeper. Deep heads, firm, fine quality, valuable for kraut, 77 days.....	.20	.60	1.90
Copenhagen Market. Regular early. Medium sized heads; compact, good yielder, 70 days.....	.25	.75	2.25
Danish Ballhead. Best late variety, heads large, flat, firm and solid, keeps in storage until late spring.....	.30	.75	2.50
Early Dwarf Flat Dutch. Splendid for home and market garden; heads almost ball-shaped, firm, fine flavor and high quality, 71 days.....	.25	.65	2.00
Early Jersey Wakefield. Extra early, valuable for home or market growers. Plants small, allowing close planting; firm heads, 2-2¼ lbs. 62 days. Sure header, fine for southern shippers20	.65	2.00
Golden Acre. Earliest round head variety for early market and shipping. Short stem. 62 days. Uniformly firm round heads, matures evenly.....	.25	.85	3.00
Large Wakefield. Heads larger and broader, but fully a week later than Early Jersey Wakefield.....	.20	.65	2.00
Late Flat Dutch. The best large late variety. Popular for home and market garden and shipping. Good keeper, firm heads of good quality. 110 days. Very hardy and dependable20	.60	1.75
Mammoth Rock Red. Best red variety. Good keeper, round hard heads, deep purplish red, 90 days.....	.30	.85	2.75
Round Red Dutch. Hard heads, good for shipping20	.65	2.00
Savoy Improved American. The best of this class, medium large, firm heads; fine flavor, 85 days.....	.30	.75	2.75
Wisconsin All-Season Resistant. Valuable in localities infested with "cabbage yellows." Good winter keeper; large flat hard heads. Excellent kraut variety. 90-95 days.....	.35	.80	3.50
CARROT			
Gonsenheimer, Forcing Special. Fine for forcing or home garden. Nearly coreless. Half-long. Especially adapted for forcing.....	.25	.85	
Chantenay. Fine all-purpose variety for home and market garden and shipping. Dependable heavy yielder. Good for winter storage. 70 days.....	.15	.25	.80
Danvers Half-Long. Very productive and uniform. Bright orange—much used for shipping. 75 days.....	.15	.35	1.00
CAULIFLOWER			
Danish Giant Dry Weather. Most dependable, large fine heads, 65 days..... ¼ oz., 60c; ½ oz., \$1.00..	1.80		
Early Dwarf Erfurt. An extra early variety, plants dwarf, dependable header, heads firm, medium size, fine for market gardeners	Tr. pkt., 25c; ¼ oz., 60c; ½ oz., \$1.00..	1.75	
Early Snowball. Best early greenhouse-forcing variety, medium pure white heads, good shipper. The standard of excellence. 52 days..... ¼ oz., 60c; ½ oz., \$1.00..	2.00		
CELERY			
Golden Plume or Wonderful. Better and earlier than Golden Self Blanching, a leader for market gardening and shipping	½ oz., 35c..	.60	1.60
Golden Yellow Self-Blanching Dwarf. Standard market and shipping sort.....	½ oz., 35c..	.50	1.75
CELERIAC			
Large Smooth Prague. Turnip-rooted celery. Fairly smooth, stalks hollow, keeps until late winter.....	.25	.75	
CUCUMBER			
Straight 8. (All America Gold Medal Winner). An outstanding variety, producing symmetrical cylindrical fruits about eight inches long, 1½ inches in diameter; deep green, when ready for use, and an ideal shipper. Also desirable for home and market gardens.....	.20	.50	1.50
Chicago Pickling. (Westerfield). Most valuable for pickling and slicing. 6-7 inches, uniform, 60 days.....	.15	.35	1.25
Davis Perfect. Fine slicing variety. Good shipper. 9-11 inches. Good for greenhouse growing.....	.15	.40	1.25
Early Fortune. Best for slicing or shipping. Dark green. 8-9 inches long. Uniform. 68 days.....	.15	.40	1.25
EGGPLANT			
Black Beauty. Popular home and market variety. Rich dark purple35	1.40	
Improved Large Purple. (Spineless). The standard home and market sort, early, good producer.....	.30	1.35	
KALE			
Dwarf Green Curled. Very hardy, 12-15 inches tall, 30 inch spread. Finely curled.....	.15	.25	.80
KOHLRABI			
Early White Vienna. Standard sort for forcing and home garden. Globe-shaped. 60 days outdoors.....	.25	.65	

Chances are you can sell some vegetable plants at a profit.

VEGETABLE SEEDS FOR FLORISTS—Continued

LETTUCE

	1 oz.	4 ozs.	1 lb.
Big Boston. Select stock. Most widely popular of all heading Lettuce. Largely used for summer and fall hot-bed and cold frame culture. Cabbage butter-head type, excellent quality.....	.20	.50	1.25
Black-Seeded Simpson. Early, dependable everywhere and largely used by home and market gardeners. Loose leaved and frilled, grows quickly, fine quality.....	.15	.40	1.10
Grand Rapids Forcing. The standard loose leaved variety for greenhouse forcing. Tender and sweet under glass. Best early market variety.....	.15	.50	1.50
Mammoth Black Seeded Butter. Fine butter heading variety for home and market, especially good for summer. Heads large and firm, excellent quality and flavor.....	.15	.40	1.35
New York Special No. 12. Early, sure heading and does well in mid-summer. Very popular for shipping.....	.20	.50	1.60

ONION

Prizetaker. Large, globular; yellow, good shipper and keeper, flesh coarse and mild.....	.25	.60	1.75
Yellow Globe Danvers. Very popular; medium large; globe-shaped; flesh white with tinge of yellow, firm and hard, excellent keeper.....	.25	.60	1.60

PARSLEY

Extra Triple Curled (Moss Curled). Very compact. Dark green; finely cut and closely curled.....	.15	.30	.90
Paramount. New and improved triple curled variety, unusually rich dark green foliage tightly curled, finest variety for home or market gardeners.....	.15	.30	1.00

PEPPER

	1/2 oz.	1 oz.	4 ozs.
California Wonder. (Sweet). 72 days. Standard of excellence in Sweet Peppers. Used largely by market growers and shippers. Heavy producer over long period. Fruit large, smooth, dark green, becoming crimson..	.30	.60	1.90
Chinese Giant. (Sweet). 80 days. The largest Sweet Pepper. Deep green, becoming scarlet-red.....	.25	.50	1.65
Crimson Giant. 85 days. Very mild, popular home and market sort. Deep green, becoming deep crimson..	.30	.40	1.30
Harris' Early Giant. (Sweet). 63 days. Very early for home and market; very prolific, deep green, turning red. well suited to northern states.....	.25	.40	1.40
Hungarian Yellow Wax. (Hot). Very early. Desirable for canning or market garden. Light yellow becoming bright red. Plants small, heavily productive.....	.35	.60	1.75
Sweet Bull Nose. Mild-fleshed. 55 to 60 days. Deep green becoming scarlet; early and prolific.....	.20	.35	1.10
Long Red Cayenne. (Hot). 70 days. For pickles, canning or drying, very prolific. Deep green, becoming bright red, fruit long, thin, and tapered.....	.20	.35	1.10
Pimento. (Perfection). Sweet. 72 days. Standard variety for home or market garden and for canning whole. Deep green, becoming deep red. Heavy producer, fruits smooth and regular, flesh sweet.....	.20	.30	.90
Ruby King. Sweet. Standard for home or market. Deep green, turning bright red. 68 days. Very productive..	.20	.35	.90
Sweet Yellow. Medium size and firm.....	.30	.50	1.50
World Beater. (Sweet). 70 days. Large, oblong, green, turning deep red; thick flesh. Very productive.....	.20	.35	1.25

RADISH

	1 oz.	4 ozs.	1 lb.
Early Scarlet Globe. (Short Top Strain). Our strain of this very early forcing variety is a superior one; small tops make it right for bunching. 23 days. This is an ideal florists' "catch crop" for selling to local stores..	.10	.25	.80
Icele. 27 days. Best early standard white Radish for home and market gardens, roots long, very white and brittle, mild and good flavor.....	.10	.25	.65
Scarlet Turnip. White-tipped popular variety for home and market gardens. Tops small, roots deep, turnip-shaped, bright scarlet; fine quality.....	.10	.20	.65

SPINACH

Giant Thick-Leaved. (Nobel). 43 days. Best of thick-leaved group; long standing; heavy yielder; deep green, smooth leaves.....	.15	.30	
New Zealand. Distinctly valuable for hot, dry weather; seeds are large, nutlike; plants large and spreading; leaves small, thick, deep green and tender.....	.10	.20	.60
SWISS CHARD, Lucullus. Deep green, fleshy, crumpled leaves, choice for greens—most popular variety.....	.10	.30	.75

TOMATO

Michigan State Forcing. New and distinct greenhouse Tomato, developed at Michigan State College. Self-pollinating, and wilt-resistant; rich, deep scarlet fruits, globular, medium size, in large clusters; ...Pkt 15c..	.65	2.40	
Bonny Best. Unexcelled for all purposes including forcing under glass, smooth and firm. 73 days.....	.25	.80	3.25
Break O'Day. Early wilt-resistant, globe-shaped; fine for shipping; heavy producer, flesh firm and good quality.	.35	1.00	3.50
Chalk's Early Jewel. 75 days. Fine for home and market, heavy producer, scarlet-red—smooth and firm.....	.30	.90	3.00
Crimson Cushion, or Beefsteak. Large, round, bright scarlet; solid; very prolific. 120 days.....	.50	1.50	4.90
Dwarf Champion. Treelike. Requires no support; medium size, solid pink fruit. 78 days.....	.45	1.50	
Dwarf Stone. 81 days. Strictly dwarf, tree-like, fruits bright red, smooth and solid.....	.45	1.50	
Earliana. Very early—particularly valuable for home and early market garden. Medium size, deep scarlet, firm and smooth. 64 days.....	.35	1.10	3.75
Early Detroit. Particularly valuable for shipping. Purplish pink, medium, large, smooth fruit. 78 days.....	.40	1.20	4.00
Golden Queen. 83 days. Best large yellow fruited; golden-yellow; firm and smooth, mild flavor.....	.45	1.25	
Greater Baltimore. Mid-season for truckers, canners and home gardeners. Earlier than Stone, heavy producer, deep scarlet, firm and solid.....	.30	.85	2.75
Supreme Gulf State Certified. Very fine second early for shipping and market use, crimson, medium size, very solid, thick skinned, and smooth.....Pkt. 15c..	.50	1.60	
John Baer. Standard all-purpose variety, second early, used largely for canning and market gardeners, medium size, good quality. 71 days.....	.35	1.10	3.60
June Pink. 65 days. Earliest pink, early shipper, good producer.....	.45	1.25	
Livingston's Globe. Heavy producer. Good greenhouse grower. Large purplish pink fruit; smooth and solid. Fine for market growers.....	.35	1.10	3.75
Marglobe. Particularly valuable for shipping and highly resistant to disease. Smooth; of distinct quality and long bearing. Fine for canners. 75-78 days.....	.35	1.00	3.60
Oxheart. Late home garden variety. Extra large, heart-shaped; few seeds, mild flavor, choice for salads.....	.75	2.10	
Penn State Earliana. Extra early, large size, smooth. Rich scarlet color; mild and solid—good producer....	.50	1.40	
Ponderosa. Valuable for home use. Extremely large; purplish pink, with few seeds, mild flavor. 85 days.....	.45	1.40	5.00
Pritchard (Scarlet Topper). Fine all-round variety—heavy yielder; second early; wilt-resistant; fruit solid..	.40	1.20	4.00
Stone. 85 days. Valuable for market and canning; heavy producer; deep scarlet; smooth.....	.25	.80	2.90
Yellow Husk or Ground Cherry. (Not a true Tomato; sometimes called Strawberry Tomato). Used for preserving. Fruits borne singly; small, round, enclosed in papery envelope; of rich, sweet flavor.....	.45	1.35	
TURNIP, Purple-Top White Globe10	.20	.50

Sell vegetable plants in spruce bands. Your customers will appreciate it. See inside back cover.



Our first sales meeting, West Chicago, Aug. 15-17, 1938. Beginning at left: Earl Willison, James Tufts, Walter Gatewood, Fred Pierce, Franz Neumann, Blaine Stuhlsatz, Oscar Strand, and two pencil pushers, “Uncle Frank” Balzhiser and “Sonny” Ball. Sorry all the boys couldn’t attend.

We are, we believe, justly proud of our representatives. They are much more than “just salesmen” but are men with greenhouse and nursery experience and a knowledge of the florist business that we are glad to have you take advantage of whenever they can be of service. As our representatives, they are in position to extend the courtesies and services we would like to extend you personally, if we could.

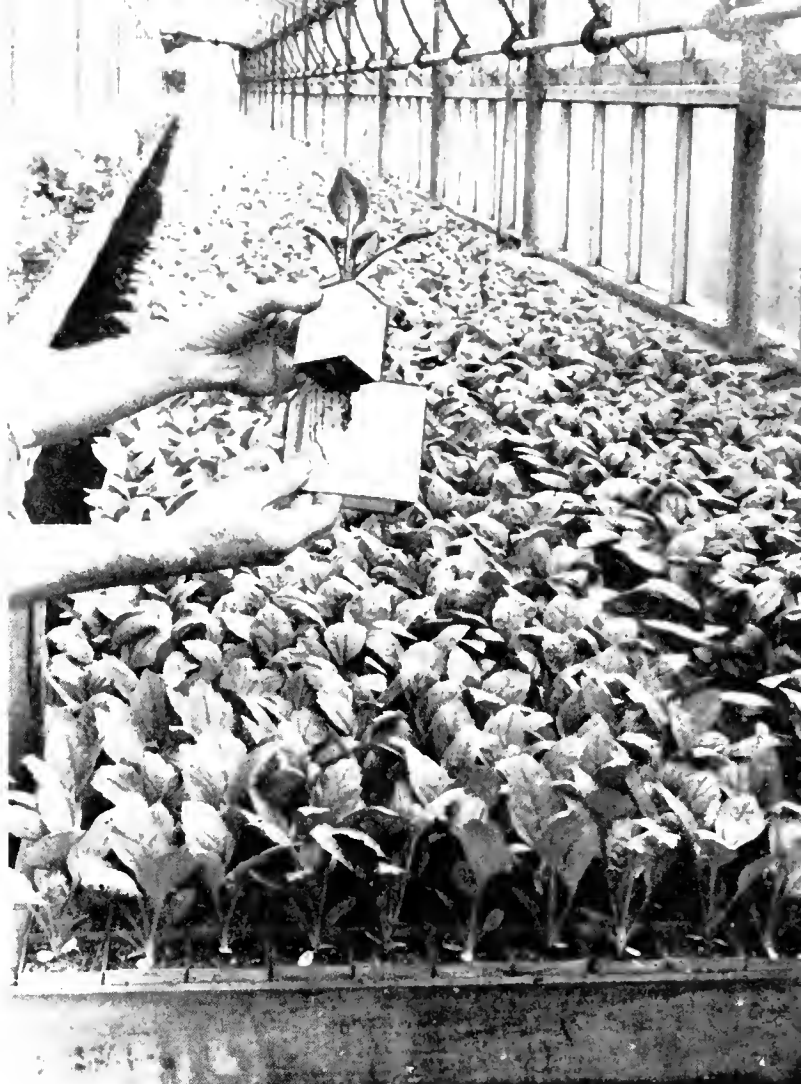
The following list constitutes our complete Sales Force; we solicit for them your continued good will and patronage.

Roy H. Ellis of “Cold Smoke” fame. Orlando, Florida, and covering that state.
Walter S. Gatewood, a real Prairie State native of Springville, Iowa. Covers Iowa, Missouri, Lower Minnesota and Eastern Kansas and Nebraska with a complete service in Florist pottery.
Guy Lind, 1376 W. Virginia, Denver, Colorado. Handles also a complete line of florist’s supplies in and around Denver.
John J. Masten, 24 Burbank Ave., c/o R. Kelm, Johnson City, N. Y. Covers for us Upper Minnesota, Western Kansas, Oklahoma, Texas, Mississippi, Arkansas and Louisiana. A real Dutchman handling a complete line of bulbs from his native land of windmills.
J. M. McKeown, P. O. Box 186, 319 W. Gaines St., Lawrenceburg, Tenn. Covers the Southeastern States except Florida. A real Southerner, Mac also handles a complete line of Florist’s supplies.
Charles E. Moles, 90 Park Ave., Passaic, N. J. With a seedsman’s and florist’s background, Charlie covers Southeastern New York including The Island, New Jersey and Connecticut.
Franz Neumann, 2460 N. 3rd St., Milwaukee, Wisc. A real Milwaukee “Deutscher,” Franz covers Milwaukee and vicinity with a complete service of florist’s supplies.
F. G. Phillips, Circuit St., Dedham, Mass. In addition

to “Flower Seeds for Florists” covers Eastern Mass. and Northeastern Rhode Island with a general supply business.
Fred Pierce, R. F. D. No. 2, Crystal Lake, Ill. Fred covers Illinois and Wisconsin for us, with also a specialty Azalea and a general bulb and plant line.
C. Oscar Strand, 601 Fountain St., Grand Rapids, Michigan, also is doing a nice repeat business in Michigan Peat Moss, covering Ohio and Michigan. When you have an hour or so, get Oscar to tell you of his college floriculture education under the Old World apprentice system.
Blaine Stuhlsatz, West Chicago, Ill. Our family’s newest addition brings a degree in Floriculture from Iowa State with him. In addition to the position of chief errand boy for the Florist’s Exchange, Blaine covers the great Chicago area with “All the Best” in Flower Seeds.
James A. Tufts, Jr., Exeter, N. H. With a professional nursery and florist’s background, Mr. Tufts covers Central and Western Mass. and other New England States.
Earl Willison, 506 W. Hudson St., Elmira, N. Y., covers Indiana, Pennsylvania and all but Southeastern New York. Earl’s former greenhouse experience helps him in becoming a “100% Geo. J. Ball man.”

The New PLANT BANDS

Few of us appreciate the check or damaging effect of taking young plants from open soil and transplanting them. Some plants in the greenhouse apparently are little affected, but we know from long experience that Asters, Mums and Peas particularly, show this checking effect strikingly when transplanted even in a protected greenhouse. Planting outdoors unless pot grown, will check them severely. The one objection to flat grown bedding plants so largely sold to home gardeners is that frequently half the summer is necessary to reestablish them after digging them up and transplanting. The answer is grow them in pots, but clay pots run into real money, are easily broken and the soil dries out so fast in Spring that it is necessary to watch them continually.



Our young aster plants at West Chicago, all grown in 2 in. bands. Note these bands are bottomless. This we find an advantage for the roots that ordinarily curl in the bottom of a pot, are left free to take immediate hold of the fresh soil. In growing plants in them, we prefer to set the bands on the bench bottom or in flats. Plants pictured were grown in flats set on bench soil. Also note this: A 2 in. plant band holds $2\frac{1}{2}$ times more soil than does a 2 in. pot, and uses less space. The value of the additional soil for the plants is an argument for growing plants in these bands that will at once appeal to any practical grower.

In Growing VEGETABLE PLANTS

for early crops or for home gardeners, band-grown plants are of particular value. When these plants are put out without the heavy check that follows when dug from the open soil, they get into bearing earlier. For vegetable plants we recommend the larger sizes. Selling bedding or vegetable plants is made more attractive when offered in these bands. They are made in Oregon.

We are exclusive selling agents for them East of the Rocky Mountains and stock them in carload lots at West Chicago from where shipments are made.

Collapsed Ready for Shipment

Bundle of 250 collapsed ready for shipment. Also the available sizes. Since this picture was made, we have arranged for a smaller size, $1\frac{3}{4} \times 2\frac{1}{2}$ ", that should be of particular interest to growers of bedding plants for home gardeners.



OREGON SPRUCE

contains no material damaging to plant roots. Don't break as do clay pots. *Inexpensive* as the following list shows:

SIZES	PRICE per 1000	Wt. per 1000	Bundles of
$1\frac{3}{4} \times 1\frac{3}{4} \times 2\frac{1}{2}$ " deep.....	\$2.40	18 lbs.	500
2 x 2 x 3" deep.....	2.60	21 lbs.	500
3 x 3 x 3" deep.....	2.85	29 lbs.	500
3 x 3 x 4" deep.....	3.10	38 lbs.	250
4 x 4 x 3" deep.....	3.10	38 lbs.	250

Please note that we do not break bundles.

Prices are F O B West Chicago—shipped Express Charges Collect.

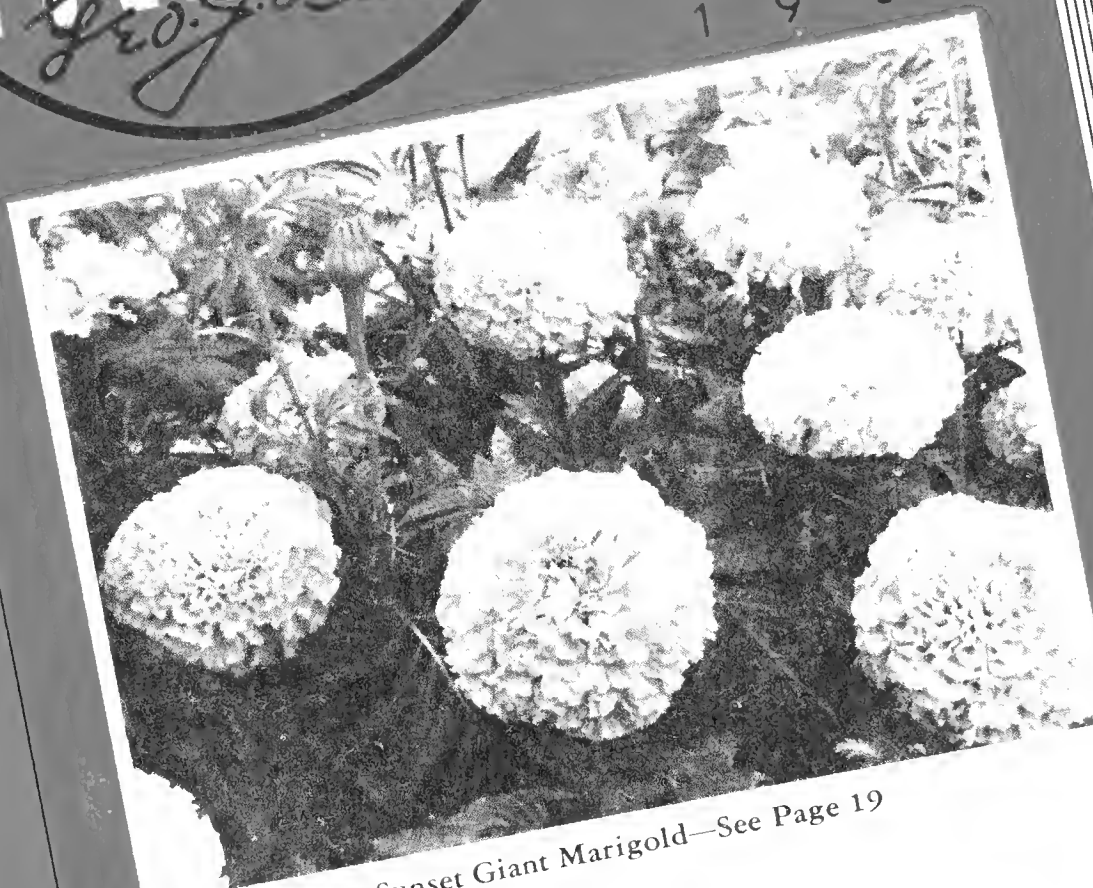
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GROWER TALKS

BY

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NOVEMBER
1 9 3 8



Sunset Giant Marigold—See Page 19

This issue . . .

For November Sowing
STOCKS LARKSPUR

SALVIA
NEMESIA

MYOSOTIS
SNAPS

The "All America" Trials
Reducing Production Costs
Leaf Spot On Your Mums?
Trial Ground Notes
Among Our Growers—Holton & Hunkel

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GEO. J. BALL, Inc. WEST CHICAGO, ILL.
Price: one year, \$3.00; two years, \$5.00. November, 1938
Vol. 2, No. 7

Our "Grower Talks" in its new cover under which are found timely reminders of when to sow, notes on our trial grounds, short courses, and other forms of service to growers. Monthly at 30c per year. 2 years, 50c. Interested?

Geo. J. Ball